VOGUE

INCORPORATING VANITY FAIR

JUNE 15, 1940
PRICE 35 CENTS

SUMMER BEGINS

FASHIONS FOR THE NEXT THREE MONTHS

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SYMPHONY FOR SUMMER

Cannon towels present a symphony of colors as fresh as rain-washed blossoms in an old-fashioned garden. And designs romantically Americannon. Revel in the enveloping softness of luxurious Cannon towels. Deep-loomed to whisk up moisture. Brisk, gentle friction to leave you feeling cool and dry and sparkling. Pleasant symphony of quality and price too. For Cannon makes so many towels (in the world's largest towel mills) that they give you wider variety and better value all the way from 25 cents to $2.

Cannon Mills, Inc.,
New York City.

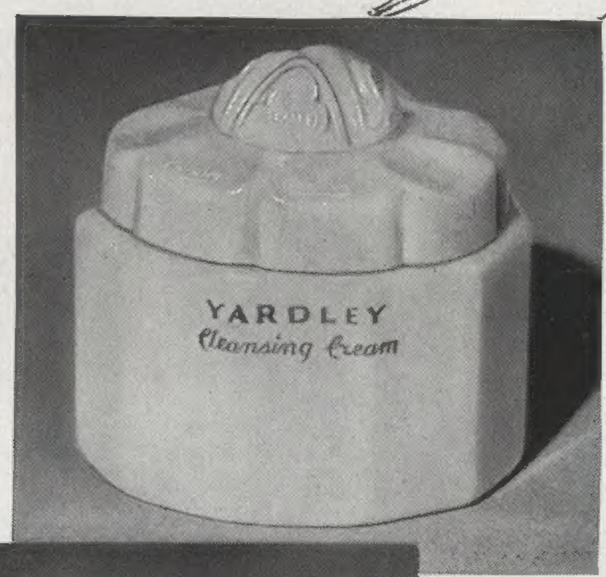
Cannon Towels

CANNON TOWELS • CANNON SHEETS

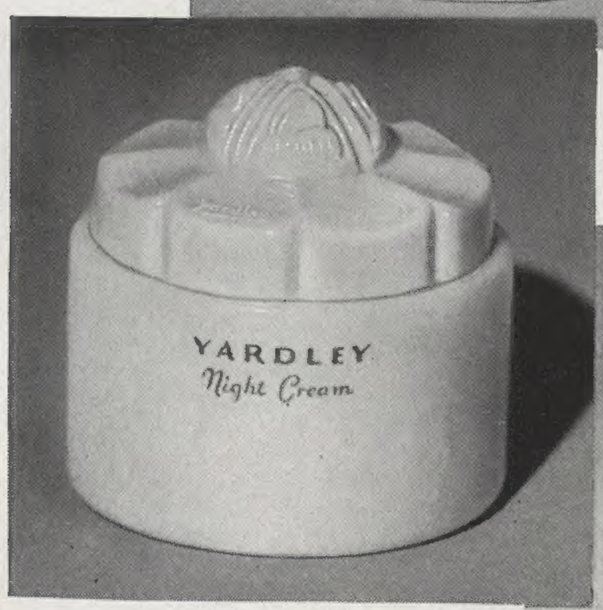
CANNON PURE SILK HOSIERY

Happy is the Bride Who Has a Lovely "English Complexion"!

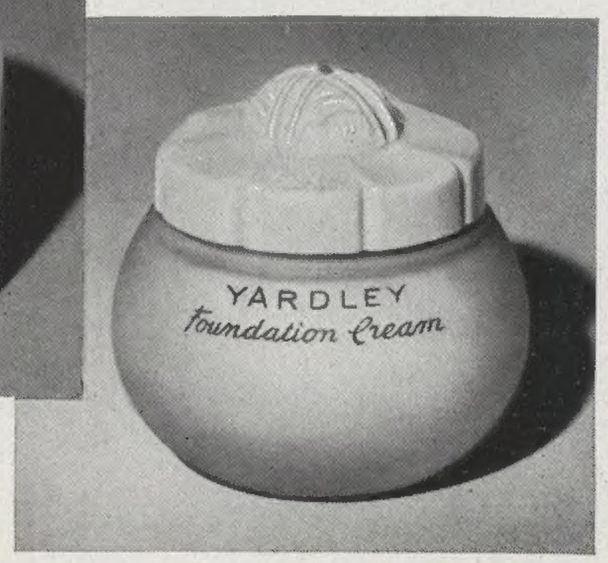
A young skin wants YARDLEY'S "English Complexion" Cream for cleansing and refining, and for enduring softness. Its fresh luxury leaves your skin feeling soft and smooth as a baby's $1.10



A skin that needs added care finds YARDLEY'S Cleansing Cream softens dryness, roughness . . . soothingly, effectively. Cleanses thoroughly, gently . . . $1.10



A tired skin wants YARDLEY'S Night Cream for a rich texturing treatment. Particularly restful at the end of an exhausting day $1.10



Every skin wants YARDLEY'S Foundation Cream for a beautifully sleek finish of gardenia texture . . . 85c

• Sighs . . . smiles. Sudden tears at a golden burst of "Lohengrin." Half the aisle filled with shimmering satin . . . priceless lace. A cohort of sleek little choir boys.
And everywhere a rustle of admiring comment: "What a *divinely* beautiful bride!" "Did you ever see such exquisite skin?" "It's as smooth as the satin of her dress!"

Wise young bride! Ever since her pinafore days she has made a habit of Yardley's few simple beauty aids.
And so on her wedding day, she is the living, breathing manifestation of royal English beauty. And for her husband, she is his schoolboy dream come true . . . a girl "divinely tall, and most divinely fair."

Any of the preparations on this page may be found at YARDLEY, 620 Fifth Ave., New York, and at finer shops throughout the country.

YARDLEY

VOGUE Incorporating Vanity Fair is published semi-monthly by The Condé Nast Publications, Inc., Boston Post Road, Greenwich, Connecticut.
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ARIZONA

TUCSON

Santa Rita Hotel, 250 rms. Tucson's Social center; Western hospitality & atmosphere. Excellent cuisine; Famous dance bands. Polo, Golf. Nick Hall, Mgr.

ARKANSAS

HOT SPRINGS NATIONAL PARK

Arlington Hotel & Baths. Arthritis, circulatory benefits. Waters owned and recommended by U. S. Government. Golf . . . Fishing. Write for folder.

CALIFORNIA

BROOKDALE

Brookdale Lodge. "Known and loved all over the world"—so travelers say. Mountain brook runs through enclosed dining room. Big Tree Country.

TAHOE

Tahoe Tavern, Lake Tahoe, Calif. In high Sierras. Elevation 6225 ft. Delightful climate. All outdoor sports. American Plan. Season June 27 to Sept. 3.

COLORADO

BROOK FOREST

Brook Forest Inn. A Swiss Chalet at 8,000 feet altitude. Saddle horses. 400 acres private park. Excellent food. Write for folder. Edwin F. Welz, owner.

COLORADO SPRINGS

The Broadmoor. In the shadow of Pike's Peak. Sports and social center of the Rockies. Metropolitan luxury, smart entertainment. Brochure on request.

EVERGREEN

Troutdale-in-the-Pines. Luxurious 140-room hotel, in heart of cool Rockies. 30 miles from Denver. Finest cuisine. All sports amid unsurpassed mountain beauty.

ROCKY MT. NATIONAL PARK—ESTES PARK

Stanley Hotel. Luxurious resort in Estes Park. Riding, fishing, golf, swimming, dancing. Renowned cuisine. Write for free illustrated booklet.

CONNECTICUT

INDIAN NECK—BRANFORD

The Montowese

75th Anniversary Opening June 22nd. Delightfully situated on high ground overlooking Long Island Sound and picturesque Thimble Islands of Captain Kidd fame. Extensive grounds, private sandy beach, canoes and sailboats, tennis, saddle horses, golf nearby. Dance orchestra nightly. Cocktail lounge. Summer theatre. Selected Clientele. 80 miles from New York. Write for Booklet V.

LAKEVILLE

Wake Robin Inn. Active summer sports combined with comfort and quiet. Good food and good friends. A dinner, a day, or a season at moderate rates.

OLD LYME

Boxwood Manor offers good food, comfort, lovely gardens, private beach at ocean, sports. Three hours from New York or Boston. May 15th to Oct. 15th.

DISTRICT OF COLUMBIA

WASHINGTON

Hotel Raleigh. Washington's most popular and distinguished Hotel, on famous Pennsylvania Avenue. Special tourist rates. Write C. C. Schiffeler, Gen. Mgr.

HOTEL ADVERTISING

Over 100 fine hotels are advertising in this section. If you are the manager of a class hotel or resort why not write for rates and detailed information?

GEORGIA

SEA ISLAND

The Cloister

Cool your cares in the historic charm of Sea Island. Play with a vengeance, or rest with a fine abandon. Swim in the sea or pool, bicycle, golf, shoot skeet, dance under the stars. Relax to your heart's content, your every wish a reality. Easily reached by boat, train, motor or plane. Write for folder, see your travel agent, or call New York Office, 630 Fifth Avenue, CIrcle 5-8055.

COOPED UP IN AMERICA

This year is the ideal year to discover America. Let Vogue's Travelog serve as your directory and insure the success of your vacation.

MAINE

BAR HARBOR

The Malvern Hotel and Cottages. Personality, charm and homelike atmosphere at Maine's Famous Coast Resort. The best of accommodations at Moderate Prices.

MARTIN POINT, FRIENDSHIP

Mayflower Inn on the Sea. Maine's outstanding Colonial Inn. Directly on water. Unequalled natural scenic location. Restricted. Write for Brochures.

MOOSEHEAD LAKE—GREENVILLE JUNCTION

Squaw Mountain Inn. Private, sporty golf course. Fishing, swimming, boating. Tennis, archery, hiking. Select clientele. No Hay Fever. Phil Sheridan, Mgr.

NORTHEAST HARBOR

Rock End Hotel. Exclusive resort hotel at seashore. On beautiful Mt. Desert Island. Golf, tennis, swimming, boating, riding, hiking. June 28 to Sept. 15.

OGUNQUIT

The Lookout. Southern Maine Coast. U. S. #1. Golf, riding, tennis, beaches. Modern, elevator, steam heat. Trio. 200 guests. Am. Plan. $6-10. H. Merrill.

Sparhawk Hall & Cottage Colony, overlooking the Atlantic. All sports, entertainment, 3-mile sandy beach. Summer theatre. T. H. Murphy, Manager.

PROUTS NECK

The Checkley. Smart resort hotel overlooking the sea. Rocky shore; private, sandy beach. Yachting, fishing, golf, tennis, riding, dancing. Opens June 23.

MARYLAND

BALTIMORE

The Belvedere. A really fine and modern hotel. Rooms, cuisine and service in keeping with the highest standards of living. Rates begin at $3.50.

SHERWOOD FOREST

Sherwood Forest Hotel & Cottages. Near Washington and Baltimore. Restricted clientele. Salt water bathing, two golf courses, activities. W. E. Murray, Mgr.

MASSACHUSETTS

BOSTON

The Copley-Plaza

Situated in historic Copley Square which provides a hotel setting as distinguished as any in the world. Nearest hotel to Back Bay and Huntington Avenue Railroad Stations. Easily accessible to fine shops and theatres. This hotel is convenient to the residential and business sections. Rooms with bath $4 single—$6 double. Illustrated folder on request. Arthur L. Race, Mng. Dir.

BOSTON

The Somerset

When you stay at this distinguished hotel you are close to Boston's attractions, protected from its distractions. Located on Commonwealth Ave., in the loveliest part of Back Bay, The Somerset offers the ideal background for gracious living during your Boston visit. Dinner and supper dancing in the smart Balinese Room. Single rooms from $4, doubles $6. Suites $8 up. Come soon.

CAPE COD

Mayflower Hotels. On the ocean at Manomet Point, Plymouth, and in quaint Hyannis. Smart and Select Clientele, Superior Cuisine, Sports, Entertainment.

CAPE COD—BARNSTABLE

Cap'n Grey's Inn—1716. Rt. 6. A charming wayside inn famous for its N. E. cuisine. License privilege. Rooms with baths. May 10-Oct. 15. The DeWitt Clintons.

CAPE COD—FALMOUTH HEIGHTS

Terrace Gables Hotel, overlooking Vineyard Sound. Fireproofed; warm bathing, safe for children, boating, fishing. Unexcelled cuisine. From $6. Open June 10th.

CAPE COD—OSTERVILLE

Oyster Harbors Club. 2½ hours from Boston. Donald Ross Golf Course, tennis, riding, yachting, bluefishing. Pine-sheltered beaches (70° salt water).

EAST NORTHFIELD

The Northfield. In heart of New England vacationland. Golf, recreational delights. 250-acre estate. Atmosphere of serenity. Traditional N.E. Hospitality.

MAGNOLIA

The Oceanside. Coolest, most beautiful spot on North Atlantic. Private beach. All outdoor sports. Summer theatre. Select clientele. Geo. C. Krewson, Jr.

VOGUE'S

a directory of

HANOVER HOLIDAY

ALTHOUGH there may be an intellectual blackout in Europe, New England is certainly not suffering from the effects of it. In cooperation with the Dartmouth College authorities, the town of Hanover, New Hampshire, is sponsoring their Fourth annual Hanover Holiday.

The Holiday lasts for a week and its purpose is to offer an opportunity for you to combine a week's vacation with some intellectual stimulation. There will be lectures in the morning by some of the members of the Dartmouth faculty and the afternoons are free for individual interests. All of the college buildings will be open for use and there are excellent opportunities for tennis, golf, swimming, and other recreational pursuits.

You can take the children because play schools for the younger children and supervised sports and outing club trips for the older ones take care of them all day long.

MASSACHUSETTS

NANTUCKET ISLAND—NANTUCKET

The White Elephant—Nantucket's Smart Hotel at the Water's edge—Every outdoor Sport—Famous Food, Continental atmosphere—Carefully chosen Guest list.

NANTUCKET ISLAND—SIASCONSET

Beach House. In rose-covered Siasconset. Modernly equipped 100 room hotel. Direct ocean view. Wide stretch of moors. All outdoor sports. Private Beach.

NORTHAMPTON

Wiggins Old Tavern & Hotel Northampton, & Old Country Store—combining modern accommodations with old N. E. charm. Lewis N. Wiggins, Landlord.

SWAMPSCOTT

New Ocean House on the picturesque North Shore. Seaside and country environment. Open May to October. Booklet. Clement Kennedy, President.

MISSISSIPPI

PASS CHRISTIAN

Inn By The Sea and Cottages. Always open. On private bathing beach. All sports. Paved roads. Climate ideal. Near New Orleans.

MISSOURI

KANSAS CITY

Bellerive Hotel: Armour Blvd. at Warwick. Quiet, refined home atmosphere. Famous Coral room, French Cuisine. Garage. Trans. or Perm. Wire for reservations.

NEVADA

LAKE TAHOE

Glenbrook Inn and Ranch. On most famous lake in West. Excellent golf, ranch, lake and mountain sports. One hour west of Reno on U. S. Route 50.

NEW HAMPSHIRE

HANOVER

The Hanover Inn at Dartmouth College. Open all year. Booklet. Ford & Peggy Sayre, Managers, Robt. F. Warner, New York Rep., Tel. BR 9-6348.

MONADNOCK REGION—JAFFREY

Shattuck Inn. Nestled 'neath Monadnock, southern New Hampshire's highest mt. All outdoor sports, indoor comforts. From $4, & $22.50. Restricted. Bklt.

WHITE MOUNTAINS—CRAWFORD NOTCH

Crawford House. Private lake and golf course, tournament tennis courts, riding. Best of food & accommodations. Am. Plan from $6. Write for rates and folder.

WHITE MOUNTAINS—DIXVILLE NOTCH

The Balsams. Leading resort. 18-hole golf, tennis, swimming, riding. Fireproof. Dancing. No hay fever. $8 up. American Plan. N. Y. phone CI 5-5240.

WHITE MOUNTAINS—JACKSON

Eagle Mountain House. 600 acre estate. Private golf course. Tennis. Sand beach bathing. No flies or mosquitoes. Orchestra. 115 rooms. 100 baths. Also cottages.

WHITE MOUNTAINS—JEFFERSON

The Waumbek Hotel. Amer. Plan. 2,000 Acre Estate. Private 18-hole Golf Course. All sports. Orchestra. Select clientele. Booklet. N. L. Dennis, Mgr.

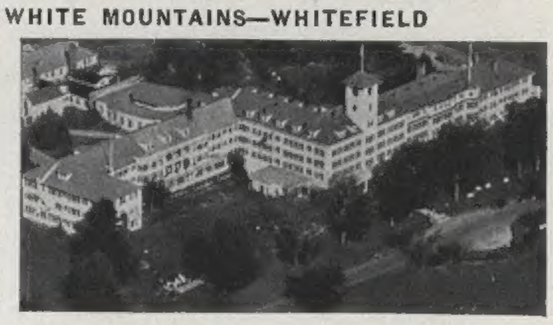
NEW HAMPSHIRE

WHITE MOUNTAINS—SUGAR HILL

Hotel Lookoff. "The House with the View." 100 rooms—Reasonable Rates—Elevator—Orchestra—Free Golf. No hay fever. Restricted. July 1—Oct. 1. Bklt.

Sunset Hill House. Social and Scenic Center of the White Mountains. Golf on grounds free to guests. Tennis, riding, orchestra. Private cottages. Booklet.

WHITE MOUNTAINS—WHITEFIELD



The Mountain View House

Season June 15 to October 15. A Famous Hotel in The White Mountains serving a Distinguished Clientele, Modern and Charming in its Appointments. A Service and Cuisine of the Highest Standard. Newly Completed Sports-house and additions to Golf Course. Same Ownership-Management For Three Generations. W. F. Dodge & Son. N. Y. Rep. Robert F. Warner, 11 W. 42 St.

NEW JERSEY

ATLANTIC CITY

Marlborough-Blenheim. On the Boardwalk. Broad ocean front decks, exclusive beach and cabaña colony, tempting menus. Josiah White & Sons Company.

OCEAN CITY

The Flanders. Directly on boardwalk. American plan. 3 sea water swimming pools. 230 rooms with baths. June 22 to Sept. 9. J. Howard Slocum, Mgr.

SPRING LAKE BEACH

The Essex & Sussex

Enjoy the Cool of the Sea at this truly delightful Ocean front resort. Free from crowds. Overlooking own private beach. Established, restricted clientele. Less than 2 hours from N. Y. Golf, tennis, riding, excellent music. Interesting program, social activities. Famed for Food, Service. Booklet. C. S. Krom, Mgr. Tel. Spring Lake 900. N. Y. Off., 11 West 42nd St., BR 9-6348.

TRAVELOG

fine hotels and resorts

Contrary to general belief this holiday is not restricted to Dartmouth Alumni but open to anyone, and the tuition fee is only five dollars. June 17th to 22nd are the dates and you can obtain further information by writing to Hanover Holiday, Hanover, New Hampshire.

JUST TO KEEP POSTED:

JUNE 15th-16th—At Sea Island, Georgia, Annual Summer Golf Tournament for Summer Season Club Championship.

June 15th—National Clay Court Tennis Championships. River Forest Tennis Club, River Forest, Illinois.

June 20th—Orders for tickets to the Berkshire Symphonic Festival should be in before this date. Festival is not until first three weekends in August, but requests for tickets should be mailed immediately to Berkshire Symphonic Festival, Inc., Stockbridge, Massachusetts.

NEW JERSEY

SPRING LAKE BEACH

The Monmouth

Directly on the ocean 58 miles from New York. 61 from Philadelphia. Private beach exclusively for guests. All sports. Game and deep sea fishing. Bar—Grill—Terrace Café—Dancing—Excellent cuisine. Shops—Brokerage office. Restricted clientele. Moderate tariff. Booklet on request. Telephone Spring Lake 330. James J. Farrell, Manager.

NEW MEXICO

SANTA FE

Santa Fe Inn. In the cool foothills overlooking historic Santa Fe. Motor trips to Indian Country. Riding. Tennis. American Plan. Jack Wentworth, Mgr.

NEW YORK

CRAGSMOOR

Cragsmoor Inn. On mt. top 75 miles north of N. Y. Restricted clientele. Beautiful scenery. Delicious meals. Taproom. Golf. Rates $5.50 to $8. Booklet.

LAKE CHAMPLAIN—ESSEX

Crater Club. Furnished cottages, baths, open fires; meals at Club. Canoes, bathing, tennis. Golf nearby. Social references required. Literature. K. D. Burnham.

LAKE CHAMPLAIN—WESTPORT

The Westport Inn and Country Club and Cottages. In the Adirondacks. All sports. 18-hole Golf Course. Private Beach. Orchestra. Selected Clientele.

LONG ISLAND—MONTAUK

Gurney's Inn. On the brink of the beach. Surf bathing, golf, deep-sea fishing. Comfort, simplicity, fine food. Select clientele. Booklet. W. J. Gurney.

Montauk Manor. Golf, fishing, tennis, riding, surf and pool. Club privileges to guests. Finest resort life in America. Restricted clientele. Booklet.

LONG ISLAND—SHELTER ISLAND

The New Prospect. Bathing beach, casino, tennis, riding, fishing, out-door theatre. American plan rates. N. Y. Office, 500 5th Ave. LOngacre 5-2250.

NEW YORK CITY

Allerton House for Women. 57th St. & Lex. Ave. Refined atmosphere in a congenial Club Residence. Single from $2.50 daily. Weekly rates on application.

The Alrae—37 East 64th. A quiet and charming hotel. In the smart Park Ave.—Central Park Zone. Daily rates: Single from $4; Double $5; Suites $7.

NEW YORK

NEW YORK CITY

American Woman's Club, 353 West 57th St. Ideal for smart women coming to New York. All rooms with private bath; single from $3; double from $5.

The Barbizon, Lexington Ave. 63rd St. New York's most exclusive hotel for young women. Cultural environment. Weekly $12.50 up. Daily $2.50. Bklt. "V".

Barbizon-Plaza. New skyscraper hotel overlooking Central Park at 6th Ave. Rooms from $3. single; $5. double. Continental breakfast included. Bklt. "VM".

The Beekman, Park Ave. at 63rd. A residential hotel of rare charm in the quiet and exclusive section of Park Avenue. Transient accommodations.

Beekman Tower—49th St. Overlooking East River. Smart East Side. 400 outside rooms. Short walk to shops, theatres, business. $2.50 Daily. Booklet "V".

Beverly Hotel. 125 East 50th. Just East of Radio City. Large rooms and closets. Serving pantries. Single $4, double $6, suites from $8. PLaza 3-2700.

The Biltmore, Madison Avenue at 43rd St. All that is best in atmosphere, appointments, cuisine, service. Single $5. up; Double $7. up, with Twin Beds $8. up.

The Buckingham, 101 W. 57th St. Recently modernized. Luxurious parlor, bedroom, pantry, bath from $7 a day. Walk to Central Pk., Radio City, Times Sq.

George Washington, 23rd St. & Lexington Ave. All rooms with bath, from $2.50 single, $4.00 double. Write for Booklet VO and Supervue Map of New York.

The Grosvenor. On Fifth Ave. at 10th St. Quiet, Smart, Convenient, Conservative. 300 large rooms with bath; Single from $3.50, Twin beds from $5.00.

NEW YORK CITY

The Savoy-Plaza

You will find that New York has more to offer when you stop at the Savoy-Plaza. Special World's Fair Summer Rates. Single Rooms from $5; Double from $7. Overlooking Central Park. Fine shops, theatres nearby. Subway to World's Fair at the door. Henry A. Rost, Managing Director. George Suter, Resident Manager. 5th Ave., 58th to 59th Sts.

NEW YORK CITY

Hotel Seymour, 50 W. 45th St. Near Fifth Ave., theatres, shops, art galleries, Radio City. Refined surroundings. $4. single; $5.50 double; Suites $8.

WATKINS GLEN

Glen Springs Hotel. A Famous Spa in America. Natural Nauheim Baths. Selected clientele. New York Office, 630 Fifth Ave. Phone Circle 5-8199.

NORTH CAROLINA

ASHEVILLE

Battery Park. Five excellent golf courses. Many scenic places to visit. Entrance Great Smoky National Park. A Knott Hotel. Request folder "D".

PENNSYLVANIA

EAGLES MERE

Crestmont Inn, superbly situated on Lake of Eagles (2200 ft. alt.). Golf, tennis, water sports. Distinguished clientele. Folder AH. William Woods, Prop.

Forest Inn. 2000 feet high in cool mountains. Swimming, 18 hole championship golf course, riding. Delicious food. Dancing. Open June 15. Write for folder.

Lakeside. Situated high above beautiful lake. Cool. Sailing, swimming, golf, riding. Excellent food. Dancing. Entertainment. Open May 29. Write for folder.

PHILADELPHIA

Bellevue-Stratford—"One of the Few World Famous Hotels in America." Rates begin at $3.85. Claude H. Bennett, General Manager.

The Warwick. Famous Lamaze Cuisine. Centrally located. From $4.50 single, $7. double. George Lamaze, Exec. Vice Pres., S. S. Jerwan, Manager.

POCONO MOUNTAINS—BUCK HILL FALLS

The Inn—Buck Hill Falls

Only 3 hours from New York and Philadelphia. 4000-acre estate with every facility for rest and recreation. 27-hole golf course, 8 clay tennis courts, lawn bowling, saddle horses, swimming pool, scenic trails and paths, talking pictures, concerts, entertainments. Camp Club for children, dances. Reasonable rates. Selected Clientele. New York Office, 630 Fifth Avenue, CIrcle 5-5620.

POCONO MOUNTAINS—SKYTOP

Skytop Club—Socially restricted Mountain Resort. 105 miles from N. Y. For Information Non-Members may address Skytop Club, Skytop, Penna.

RHODE ISLAND

WATCH HILL

Ocean House. Private Beach—Golf—Riding—Tennis—Boating—Fishing. Excellent Cuisine. Clientele Restricted. Amer. Plan. N. Y. Office: MOhawk 4-1434.

VERMONT

AVERILL LAKES

Quimby's Cold Spring Club. Distinctive country seat for family vacationing. Salmon & trout—lakes and streams. Excellent stable, competent instruction.

DORSET

Dorset Inn. The Charm of 1796, the Comforts of Today. Golf—Tennis at the door. Swimming—Trails. "A Treadway Inn." F. O. Whittemore, Owner-Manager.

GREEN MOUNTAINS

Official illustrated vacation book, "Unspoiled Vermont", free; also describes other State publications. Publicity Service, 42 State House, Montpelier, Vt.

LAKE CHAMPLAIN—BASIN HARBOR

Basin Harbor Hotels, with attractive cottages. Am. Plan. Golf. Tennis. Riding. Sailing. Fishing. June 1 to Oct. Booklets. Restricted. A. P. Beach, Owner.

LAKE MOREY—FAIRLEE

Bonnie Oaks Inn and Bungalows. All sports. 75 rooms with baths, fireplaces. Baby Oaks, supervised play. May-Dec. Folders. Dr. & Mrs. E. H. Page.

Lake Morey Inn and Bungalows. 100 rooms, 75 with private bath. 18-hole golf course, special rates to Inn guests. All other sports. Booklet. W. T. Lyle.

MOUNT MANSFIELD—STOWE

The Lodge at Smugglers' Notch, 1,350' elevation. Saddle horses; tennis; swimming; four day pack trips on horseback; golf nearby. Restricted. Illus. folder.

SOUTH WOODSTOCK

Kedron Tavern. For riding & golf. Accommodates 40. select clientele. Saddle horses, instruction, superb country. 18 holes golf. May-Oct. Literature. R. C. Isham.

WOODSTOCK

Woodstock Inn. In the beautiful Green Mountains. 18-hole Golf. Tennis. Riding. Enjoy complete relaxation. Moderate tariff. C. Townsend Scanlan, Mgr.

TRAVEL INFORMATION SERVICE

If you wish more complete information about any of the hotels listed on these pages, drop us a card and perhaps we can help you. Vogue's Travel Service.

VIRGINIA

VIRGINIA BEACH

Dundee Inn. On the Ocean—Steamer Chairs. Charming Colonial Atmosphere. Superb meals. Spring-Air Mattresses. All sports. Write for illus. Brochure.

WILLIAMSBURG

Williamsburg Inn & Lodge—Visit the restoration of Colonial Williamsburg. Choice rooms—Moderate rates. Fine food. N. Y. Office, 630 5th Ave. CI 6-8896.

Coming to the World's Fair again this year? Any of the New York City hotels listed on these pages will be glad to offer you excellent accommodations.

VIRGINIA

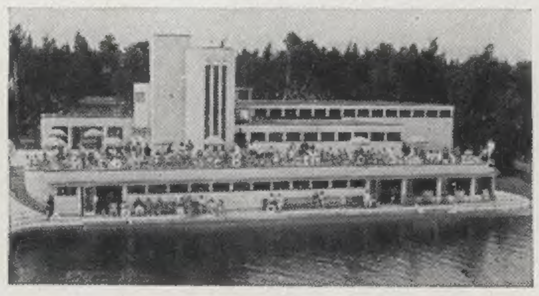
VIRGINIA BEACH

Cavalier Hotel & Beach Club

A 250-acre seaside "Dominion of Pleasure"—the traditional Country Life of the Old South. Two 18-hole golf courses, private ocean beach, cabañas, tennis courts, stables, gardens. Finest fishing. Famous "name" bands feature the summer season. Open all year, American Plan. Celebrated cuisine. Restricted clientele. Ask for Booklet "W". Roland Eaton, Managing Director.

CANADA

QUEBEC—STE. MARGUERITE DU LAC MASSON



Domaine D'Esterel

"Le Paradis des Sports." Sky high in Laurentians' wilderness-heart, 7000 breathtaking acres of mountains and lakes—with Hotel, rustic Lodge, Sporting Club, cottage colony, Community Center and shops, etc. Every summer sport and pastime. Restricted clientele. Write for booklet. Rates: $4.50 up. American Plan. Ste. Marguerite du Lac Masson, Quebec.

QUEBEC—STE. MARGUERITE STATION

Chalet Cochand. Distinguished Resort, rooms with bath; excellent swimming and all summer sports; just north of Montreal. Restricted. Write—bklt., phone 25.

Vacation Minded. Vacation planning is not a hit or miss proposition. Careful study of Vogue's Travelog is your answer to a perfect vacation.

QUEBEC—ST. SAUVEUR

Nymarks Lodge. 45 miles N. of Montreal. Laurentian Mts. Rt. 11. Modern log chalet. Swimming pool, tennis, dancing, fishing. Excellent cuisine. Restricted. Bklt.

DUDE RANCHES

For you who like the sagebrush and the open spaces.

ARIZONA

COTTONWOOD

Spring Creek Ranch. Modern. Spend summer at our camp, White Mts., Grand Canyon, Painted Desert, Lion hunting, Trout fishing, riding, hounds, high, cool.

NEW MEXICO

LAS VEGAS

Rancho de Dias Alegres. In Rocky Mts. Cool summer climate. Elevation 7400 feet. Enjoy New Mexico this summer. Booklet. Frank J. Teague.

TEXAS

BANDERA

Mayan Guest Ranch. 48 mi. W. of San Antonio. Thrilling fun, luxurious comfort, excellent table, American plan. Write for folder. Wm. P. Taylor, Mgr.

WYOMING

ENCAMPMENT

A Bar A—Enjoy complete relaxation on our 40,000 acre cow outfit. All outdoor sports and indoor comforts. Restricted group. 19th Season.

A Bar H Ranch. In the heart of the real old time West. Modern conveniences. Riding, Hunting, Fishing, etc. Season June 1st to Oct. 31st. Amer. Plan.

PITCHFORK

Homestead Ranch, 7000 ft. elevation. Log cabins, modern conveniences. Pack trips included. Deer, Elk, Antelope. Bear hunting. Fun for all. Write today.

CANADA

SKOOKUMCHUCK—BRITISH COLUMBIA

S Half Diamond—operating ranch bet. Glacier & Banff. Fine horses, beautiful lake. Range & mt. trails, pack trips. Modern. Great Northern to Eureka. Bklt.

Why not make this the year to try that Dude Ranch vacation? The family would appreciate the open spaces and the colorful cowboys.

BROADMOOR HOTEL
In the shadow of PIKES PEAK
COLORADO SPRINGS, COLORADO

This Year

Follow world-travelers to Broadmoor in the Rockies

A magnificent hotel with your favorite sport at the doorstep. Golf, polo, skyline riding trails, swimming, sailing, skating in the Ice Palace, thrilling wild west rodeos. Motor trips you'll long remember — to famed scenic wonders and historic landmarks. Here in the snow-capped Rockies you'll find luxury and cosmopolitan gayety — music, dancing and night clubs.

American or European Plan

- Invitational Golf Tournament. July 29-Aug. 4
- Colorado Springs Rodeo. August 15-18
- Ideal Spot for Conventions.

Write for illustrated booklet

M. PAUL BORCHERT, Mgr.
Direction American Hotels Corp.

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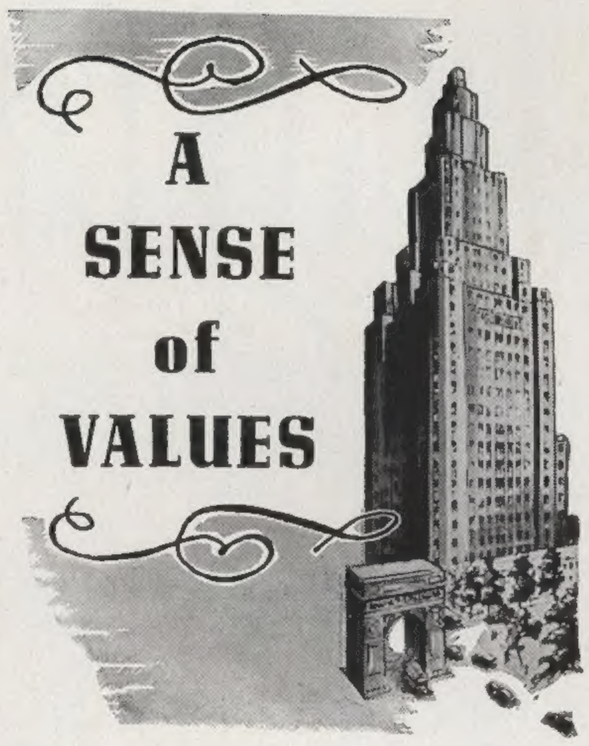

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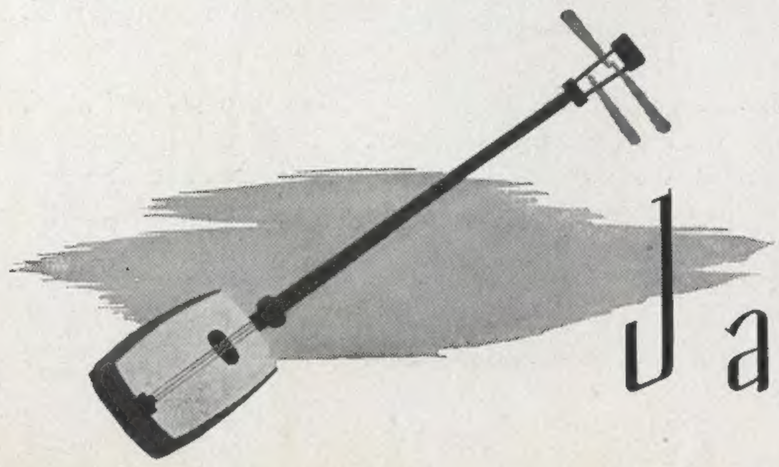

Japan

NEW YORK CITY

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RESTAURANT MAYAN, 16 W. 51 St., Rockefeller Center. Popular rendezvous for luncheon, cocktails, dinner. Unusual atmosphere. Luncheon entrées from 60c. Dinner Prix-Fixe from $1.50; also à la carte. Comfortably air-conditioned.

GRAND CENTRAL TERMINAL RESTAURANT and Oyster Bar, Lower Level, Grand Central Terminal. Nationally famous for all sea food. Steaks and chops a specialty. Lunch from 65c. Dinner from $1.00, also à la carte. Delightfully air-conditioned.

ROCKEFELLER PLAZA RESTAURANT—32 W. 50th St. Smart but informal. Plaza Room—club breakfast 60c, luncheon from 75c, dinner from $1.00, cocktails from 25c. Old New York Room—luncheon from 75c, dinner from $1.00. Cocktail lounge. Cocktails from 25c. All rooms comfortably air-conditioned.

HOLLAND HOUSE TAVERNE, 10 Rockefeller Plaza. 'Round the crescent bar for cocktails; in front of old tiled fireplaces for luncheon; dinner in the nooks. Luncheon dishes from 60c, dinner $1.50. Air-conditioned.

CAFE LOUIS XIV. 15 West 49th St., Rockefeller Center. Cuisine Classique, Fine Wines, American Bar. Prix-Fixe Luncheon $1.50, Pre-Theatre Dinner $2.00, also à la carte. 5 minutes from theatre district. Comfortably air-conditioned.

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SUMMER DINING ROOM
and Cocktail Terrace
overlooking the park
AIR-CONDITIONED
Cold Buffet Luncheon
Candle Light Dinners
CENTRAL PARK SOUTH
New York

GOURMET'S GUIDE

selected restaurants in and out of town

Do you long for some suggestions about new places to dine or lunch? Vogue gives you here a list of attractive restaurants for your choice.

Connecticut tour

A goodly portion of Connecticut's fame rests in her inns. Most of them are historical documents, most of them cherish a tradition of American food at its best, all convey a heart-warming hospitality to the traveller who has driven up for tea, luncheon, or dinner.

Kent House in Greenwich, Connecticut, is reminiscent of a generation ago, with spacious lounges, porches, and verandas. It maintains a private beach, and arrangements for riding can be made. It is about an hour by motor from New York. Luncheon is $1.25. Dinner is $1.50, and on Sundays and holidays, $2.

The General Putnam, South Norwalk, has a fine feeling of Colonial simplicity in tavern and dining-room. Broiled live lobsters are a specialty, fresh and delicious. On week-days, luncheon and dinner begin at 85 cents and go to $1 and $1.75. On Saturdays and Sundays, dinner begins at $1. The General Putnam is about an hour and a half, by car, from the city.

Silvermine Tavern, Norwalk, combines lovely gardens, terraces, and raftered dining-rooms, and (most enchanting) an Old Mill House, with a view of the water falling in green sheets over the dam. Luncheons and dinners are from $1 to $2.25, and there is always Southern fried chicken.

Cobb's Mill Inn, at Weston, is on two levels. You may lunch or dine on the edge of a quiet mill pool, or below, on the level with the waterfall. The Italian food and wines are excellent, and the prices vary from $1 for luncheon to $2 for dinner.

Outpost Inn, Ridgefield, is a two-hour leisurely drive from New York and well worth a Sunday trip. The cuisine will tempt you into overeating and don't fail to look at the authentic Early American rooms. There is a special Sunday dinner for $1.50. Week-day dinners are from $2.

The Spinning Wheel, at Redding Ridge, specializes in country home-cooking, with home-made preserves and pastries to further titillate your appetite. It is about a two-and-a-half-hour drive from the city, through charming Connecticut countryside. We suggest any night *but* Thursday, as that is "freedom night" and likely to be too crowded for comfort. No cocktails, and luncheon is from $1 to $1.50. Dinner from $2. There is a gift shop.

So High, at Easton, Connecticut, is on the highest point within a radius of 75 miles of New York. It can be reached on either Route 59, the Newtown Highway, or by turning off the Merritt Parkway on Route 58, the Danbury Road. If you crave lobster or chicken and garden fresh vegetables, you will get them, deliciously prepared, here. Luncheon begins at $1 and dinner at $2.50.

Timber Trails Inn is at Sherman, located in a beautiful setting with a view of a lake so incredibly blue that you don't believe it. There are three dining-rooms, and that means a place for every one to enjoy steak, chicken, or seafood à la Timber Trails. Luncheon begins at 85 cents, and dinner is $1.25.

White Turkey Inn is on Route 7, four miles north of Danbury, and it is fine for a Sunday trip. There is a Sunday Country Supper, which is served from 5:30 to 7:30, and seemed to us a perfect ending for a Sunday afternoon drive. The White Turkey Inn food is elaborate country food and priced from a $1.25 luncheon to a $2.75 dinner. There is a bar.

Old Hundred, located at Southbury, is seventeen miles from Danbury in the centre of rolling hills and lovely farmhouses. There are "specials" on Tuesdays, Thursdays, Fridays, and Saturdays, when it is best to make reservations. Old-fashioned New England chicken pie is at its best here. Luncheon begins at $1; dinner begins at $1.25.

Pettibone Tavern is at Weatogue, on the College Highway. It is about one hundred and twenty-five miles from New York—not too much for a Sunday drive, if you are an ardent motorist. The original old Eagle Sign, with the date 1780, bears testimony to the antiquity of the inn. Luncheon is from $1.50, and dinner from $2.50. A nightcap is on the house.

Wake Robin Inn, at Lakeville, Connecticut, is almost on the border of New York State, and a hundred miles from New York City. There are swimming, fishing, boating, golf, tennis, riding, and, if that is not enough, a summer theatre within motoring distance. The fee for luncheon begins at $1, and dinner at $2.

The Barnacle, at Bradley Point, West Haven, is true to its name and clings to the side of a rock overlooking the water of Long Island Sound. The specialty is seafoods, which are really superb here. Luncheon is from $1; dinner from $2.75. There is a bar stocked with good wines.

RESTAURANTS—DINING

DIVAN PARISIEN
17 East 45th St.
Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad.
Luncheon and Dinner
Finest vintage wines, and liquors
Air Conditioning MUrray Hill 2-9223

WHAT RESTAURANTS ARE OPEN in the summertime? The Gourmet's Guide will direct you to them. And you can be sure that those listed here are just the kind you want to know about.

RESTAURANTS—DANCING

LE COQ ROUGE—65 E. 56th St. Famous cuisine. Luncheon, Dinner and after theatre. Dancing—Entertainment. Nick Raymond's Orchestra and Tisdale Trio. Reservations. PLaza 3-8887.

LARUE—45 East 58th Street, VOl. 5-6374. New York's smart rendezvous. Cocktails, dinner, supper. Eddie Davis' & Joseph Smith's orchestras. Continuous dancing till 4 A.M.

ST. MORITZ-ON-THE-PARK, 50 Central Park S. Dinner and supper dancing in the Sky Gardens. Home of Rumpelmayer's and Café de la Paix, America's first Sidewalk Café, 'Round the World Bar.

THE WHIRLING TOP—3 E. 52 St. Rendezvous for Connoisseurs of excellent cuisine, wine & liquor. Luncheon 65c-$1; Cocktails from 25c till 6 P.M.; Dinner $1.50-$3.50; Entertainment. EL 5-8051.

VERSAILLES, 151 E. 50 St., PL. 8-0310. An impressive French cuisine makes Versailles the glamour spot of New York. Cocktail Hour, Dinner & After Theatre. Presenting nightly B'way's Brightest Stars. Maximillian Bergere & Orch., Panchito & his Rhumba.

OUT-O'-DOORS

PAVILLON MARGUERY—Now Open. Entrances on 270 Park Ave. and 47th St. & Vanderbilt Ave. Coolest Garden in Town for Lunch, Cocktail Hour and Dinner. Open Sunday. Phone: WI 2-8494 & 2-8418.

PROMENADE CAFE, Lower Plaza, 49-50th Sts., Rockefeller Center. Superb food in a garden setting. Shade trees—gay umbrellas. Luncheon prix fixe $1.25. Prix fixe dinner from $1.50. Music.

LOUNGE BAR

WHALER BAR—Madison Ave. at 38th St., N. Y. Board the whaler "Wanderer" as she gets under way with a full cargo and all hands on deck. Pull up to the captain's table and have your tot of pilot's grog. Special shoppers' luncheon from 55c.

SCHRAFFT'S. Smart, intimate lounges. Georgian Room, 625 Madison Ave., at 58th—Columbus Room, 222 W. 57th St., near B'way. Luncheon, cocktail hour, dinner, supper. Superb cocktails from 25c.

NIGHT CLUB

LEON & EDDIE'S, 33 W. 52 St. World Famous café-restaurant offers America's most amazing values in food and entertainment. "Sly" and subtle Eddie Davis heads the show. Air-cooled. Continuous Dancing. "Should be visited at least once in every lifetime."

OUT-OF-TOWN

CALIFORNIA

VISIT DINAH'S SHACK
On Highway 101, 3 miles south of Palo Alto—in the shadow of Stanford University. In the Beautiful Santa Clara Valley. Food—California's Plentiful Best.

CONNECTICUT

THE BARNACLE, Bradley Point, West Haven. Off Route 122. Specializes in fresh lobster—also chicken & steak. Luncheon, Tea and Dinner. Fine wines and Cocktails. March into November.

OUTPOST INN—Route 35, just North of Ridgefield, Conn. Superb French cuisine and irreproachable cellar of rare wines, liquors. A lovely place to spend a week-end, or longer. Telephone Ridgefield 882.

SO HIGH, Easton. Rt. 59—3½ miles west Merritt Pky. Easton exit. Food that has individuality. Specializing in lobsters, steaks and southern fried chicken. Scenic beauty. Terrace dining. Bridgeport 4-6456.

WHITE TURKEY INN. Route 7—4 miles North of Danbury, Conn., famous for fine food. Dinners, cocktails. In New York City it's the White Turkey Town House, One University Place, on historic Washington Square. Open Sundays at noon.

THE SPINNING WHEEL, Telephone Redding 67. Open All Year. On Route 58, Fairfield-Danbury Road, 9 miles north of Merritt Parkway. From New York take second Danbury exit.

THE GENERAL PUTNAM INN—Norwalk. On the old village green. Outdoor dining. Organ music. Gracious hospitality amid beautiful surroundings. Dinners from a dollar.

VOGUE'S GOURMET'S GUIDE will point the way to recognizedly fine restaurants. Keep a copy of it handy—and don't forget to refer to it when you want to try a new place to dine.

CONNECTICUT

TIMBER TRAILS INN—Sherman, R. 37, 12 mi. north Brewster. Charming country inn. 1400 acre preserve. After dining here, you'll want to return for a longer stay. Riding stables. Polo every Sunday.

COBB'S MILL INN—Weston (Westport). Bar by a waterfall. Dining room over lake. Charming guest rooms. Dancing Wed. and Sat. nights. 4 miles from Merritt P'kway on Route 57. Westport 4330.

KENT HOUSE, overlooking Long Island Sound. Private beach. Boating. Attractive cocktail lounge. Excellent cuisine. Famous Sunday night Buffet, followed by movies. Greenwich 500.

DO YOU PRIDE YOURSELF on being a connoisseur of food? Use Vogue's Gourmet's Guide as your directory. It will be indispensable in helping you to find restaurants that serve the kind of food you want.

MASSACHUSETTS

THE ANCHORAGE, Yarmouthport, Rt. 6. Typical Cape Cod house in old-fashioned garden. Luncheon, tea, dinner served on porch or before open fires. Specialty Austin's hot rolls. Tel. Barnstable 298.

COUNTRY FARE, Hingham
Good eating—noon to nine. Featuring fare of the country. Twenty miles from Boston on Route 3 to Plymouth and Cape Cod. Extraordinary!

THE BLACK HORSE INN—Hingham, Rt. 128 or 3A. On the way from Boston to Plymouth and Cape Cod. Colonial New England at its best. Outstanding food and service. Charming gardens. Hingham 1161.

THE WHALE INN, GOSHEN. On cross state route #9, 12 miles from Smith College. Open year 'round. An inn with early American charm, famous for its fine food & service. Williamsburg 246.

GOING ON A TRIP? Be sure that one of the things you take along is Vogue's Gourmet's Guide. It will direct you to the finest places to dine en route. Keep it with your road map!

NEW JERSEY

HANS CHRISTIAN ANDERSEN, Paramus, 15 min. from Geo. Washington Bridge. Route 4. Luncheon, cocktails, tea, dinner. Charming screened-in outdoor garden. Closed Mondays except holidays.

OLD MILL INN—Route 32 between Morristown and Bernardsville. Picturesque old inn amid historic surroundings. Delicious food. Fine wines and liquors. Outstanding country restaurant. Air conditioned.

NEW YORK—LONG ISLAND

ROUND HILL RESTAURANT. Séjour des Gourmets, So. Huntington. Cuisine Française. Dining by fireplace. Wines & Liquors. Open all year. 34 mi. from N. Y. on Jericho Turnpike, Rt. 25. Huntington 1371.

ROSLYN MILL TEA HOUSE. In Roslyn on route 25A. Old Grist Mill built in 1701, replete with Colonial charm. Luncheon, tea or dinner on terrace overlooking harbour. Famous for Popover Teas.

BEAU SEJOUR, Bethpage. Off route 107. All dishes prepared to order. Luncheon on terrace dining-room overlooking gardens. Luncheon and dinner à la carte. Unusual cellar of fine wines and liquors.

IF YOU LIKE well-cooked food; if you like a pleasant atmosphere; if you like the best of service, follow The Gourmet's Guide. It will lead you to restaurants that suit your taste.

NEW YORK STATE

THE TOWER INN (2 miles east of Amsterdam on Route 5, Mohawk Turnpike). Noted for thick steaks and chops, broiled over the coals. Southern chicken, fresh vegetables, crisp salads. Restful surroundings.

CRAGSMOOR INN, 27 miles west of Newburgh off route 52. Famous through the years for the excellence of its meals. Homemade breads and pastry. Fresh vegetables. Choice meats. Fine wines. Dinner $1.50.

WHEN YOU'RE LOOKING for a new place to dine, remember Vogue's Gourmet's Guide. You can be sure that the restaurants recommended here serve delectable food in the midst of delightful surroundings.

STARLIGHT ROOF
XAVIER CUGAT
and His Famous Orchestra
RAUL and EVA REYES
CESAR and MACLOVIA
Performances at Dinner and Supper
PETER BRENT and His Orchestra
Dinner and Supper Dancing
THE
WALDORF-ASTORIA

BOOKLETS

for the asking

To simplify your shopping and learn more about many products advertised in Vogue, write to the addresses listed below for these booklets. All are free unless otherwise indicated.

BEAUTY

CHANEL, INC.
Perfumes are described by Chanel, Inc., in a beautiful little book that will be sent you upon request. Besides describing the perfumes, it will tell you many interesting things about how to use them. Chanel, Inc., Dept. V, 35 West 34 Street, New York City.

IMRA COSMETIC DEPILATORY
is the welcome new depilatory that is odourless and painless. Parfums Chevalier Garde, the makers of Imra, have an attractive new booklet describing it and telling how to use it. Parfums Chevalier Garde, Dept. V, 730 Fifth Avenue, New York City.

CARE, COLOUR, FRAGRANCE—BEAUTY
The first three essentials and the final result, beauty, are thoroughly discussed in a charming new Ayer booklet. It tells you how to care for your skin, even if you have special problems, and there is an excellent make-up chart. Harriet Hubbard Ayer, Dept. V, 323 East 34 Street, New York City.

WONDERSTOEN
is the subject of an interesting booklet. This dry-method hair eraser is easy, quick and efficient. Bellin's Wonderstoen Company, Dept. V, 1140 Broadway, New York City.

BEAUTY BY HENRI BENDEL
Henri Bendel, for so many years famous for beautiful fashions, now has beauty and bath preparations which are described and pictured in a charming new booklet. Henri Bendel, Dept. V, 10 West 57 Street, New York, New York.

WINGS TO BEAUTY
is a charming new booklet that describes and illustrates Jacqueline Cochran's beauty preparations, with special instructions on how to use them. Jacqueline Cochran, Dept. V, Roselle, New Jersey.

TRAVEL

BANFF AND LAKE LOUISE
in the Canadian Rockies—this exquisite country, and the fine Canadian Pacific hotels and mountain lodges are described in a colourful new booklet. Canadian Pacific, Dept. V, 344 Madison Avenue, New York City.

GASPÉ PENINSULA IN QUÉBEC
is described in a colourful new booklet, lavishly illustrated with paintings and photographs. History, legends, and the scenic beauty of the Peninsula are described. Information on transportation and accommodations, and a convenient map are also included. Province of Québec Tourist Bureau, Dept. V, Parliament Bldgs., Québec, Canada.

DUDE RANCH VACATIONS
What clothes and equipment does one need on a dude ranch? Are all ranches alike? How much does it cost to fish? These and many other important questions are answered in this interesting new booklet. Maps and photographs of the ranch country, and a list of dude ranches are also included, as well as general information on transportation. Northern Pacific, E. E. Nelson, 313 Northern Pacific Railway, St. Paul, Minn.

COLORADO SPRINGS—THE BROADMOOR
This fine hotel, its accommodations and activities are pictured in an attractive new folder. The lovely country surrounding Colorado Springs is also shown. The Broadmoor, Dept. V, Colorado Springs, Colorado.

VISIT JAPAN
—a charming booklet on Japan describes the numerous resorts, the arts and crafts of the country and her ancient customs. Japan Tourist Bureau, Department V, 630 Fifth Avenue, New York, New York.

WHITE SULPHUR SPRINGS
A photographic story of the activities at The Greenbrier, famous White Sulphur Springs resort, and a schedule of coming events are given in an attractive new booklet. For your copy, write The Greenbrier, Dept. V, White Sulphur Springs, W. Va.

SUMMER DRINKS

WARM WEATHER COCKTAILS
Heublein's bottled Club Cocktails are now ready-made with fresh fruit juices—the first time fresh fruit juices have been used in bottled cocktails! Their Club Side Car and Club Daiquiri are described in a new booklet, which also lists all of the products from the House of Heublein. G. F. Heublein & Bro., Dept. V, Hartford, Connecticut.

WINE WITHOUT FRILLS
The first chapter of this charmingly illustrated new booklet is called "Wine, a Delight, not a Dilemma", and it admonishes you not to let rules about wines spoil your enjoyment of them. In the succeeding chapters there is a wealth of information on vintages, service, and recipes. Schenley Import Corp., Dept. V, 350 Fifth Avenue, New York City.

WORLD FAMOUS GIN RECIPES
including one of summer's cool favourites, Tom Collins, are given in an attractive new booklet put out by the makers of Gordon's Gin. Twenty-five recipes will give you many new ideas for summer drinks. Gordon's Dry Gin Co., Ltd., Dept. V, 620 Fifth Avenue, New York City.

WARDROBE

NEWS IN FINE SHOES
is Shoecraft's new summer booklet. It illustrates their latest styles for the long, narrow foot. A convenient order blank is included. Shoecraft, Dept. V, 714 Fifth Avenue, New York, New York.

SPORT-TIGHTS
are wonderful new pantie-girdles that are ideal for all sorts of active sports wear—they don't bind, cut or ride up. All of these fine qualities, combined with their excellent fit, make them good for wear under play-suits, tennis shorts, slacks or riding habits, even under evening dresses. Sil-O-Ette Underwear Corp., Dept. V, 29 West 30 Street, New York City.

SUMMER CAMPS

VOGUE'S CAMP DIRECTORY
Sending your child to camp this summer? Let Vogue's new Camp Directory help you to select the one best suited to your child's needs. It lists camps for boys and girls and gives valuable information on how to select the proper camp for your youngster. Vogue's Camp Bureau, Dept. A, 420 Lexington Avenue, New York, New York.

SILVER

SILVER . . . ON THE WELL-SET TABLE
Gorham's helpful booklet takes you through the day, giving correct table-settings and suggestions for each meal. There are also many charming photographs and useful charts. Please send ten cents to The Gorham Company, Dept. V, Providence, R. I.

STERLING SERVICE IN EASY STEPS
tells you all about the convenient "Place Service" plan devised by the International Silver Company. The beautiful sterling designs made by this company are illustrated. For this interesting new booklet, write the International Silver Company, Dept. V, Wallingford, Connecticut.

WEDDING AND SILVER PLANS
"How to Plan your Wedding and your Silver" is Towle's useful and informative new booklet. It's full of ideas and will remind you of important things to do, and serve as a handy guide. Please send ten cents with your request. The Towle Silversmiths, Dept. V, Newburyport, Mass.

SELECTING TABLE SILVER
The new Lunt Silversmiths' booklet, "The Bride Selects her Table Silver", will show you all of the beautiful Lunt silver patterns, and give suggestions as to their suitability to definite types of room. Please send six cents with your request. Lunt Silversmiths, Dept. V-19, Greenfield, Massachusetts.

Here's the advantage

DRINKS NEVER TASTE THIN WITH GORDON'S GIN

And here's the reason

GORDON'S HAS THE ADVANTAGE OF LIQUEUR QUALITY & HIGH PROOF 94.4

Gordon's Gin

100% Neutral Spirits Distilled from Grain

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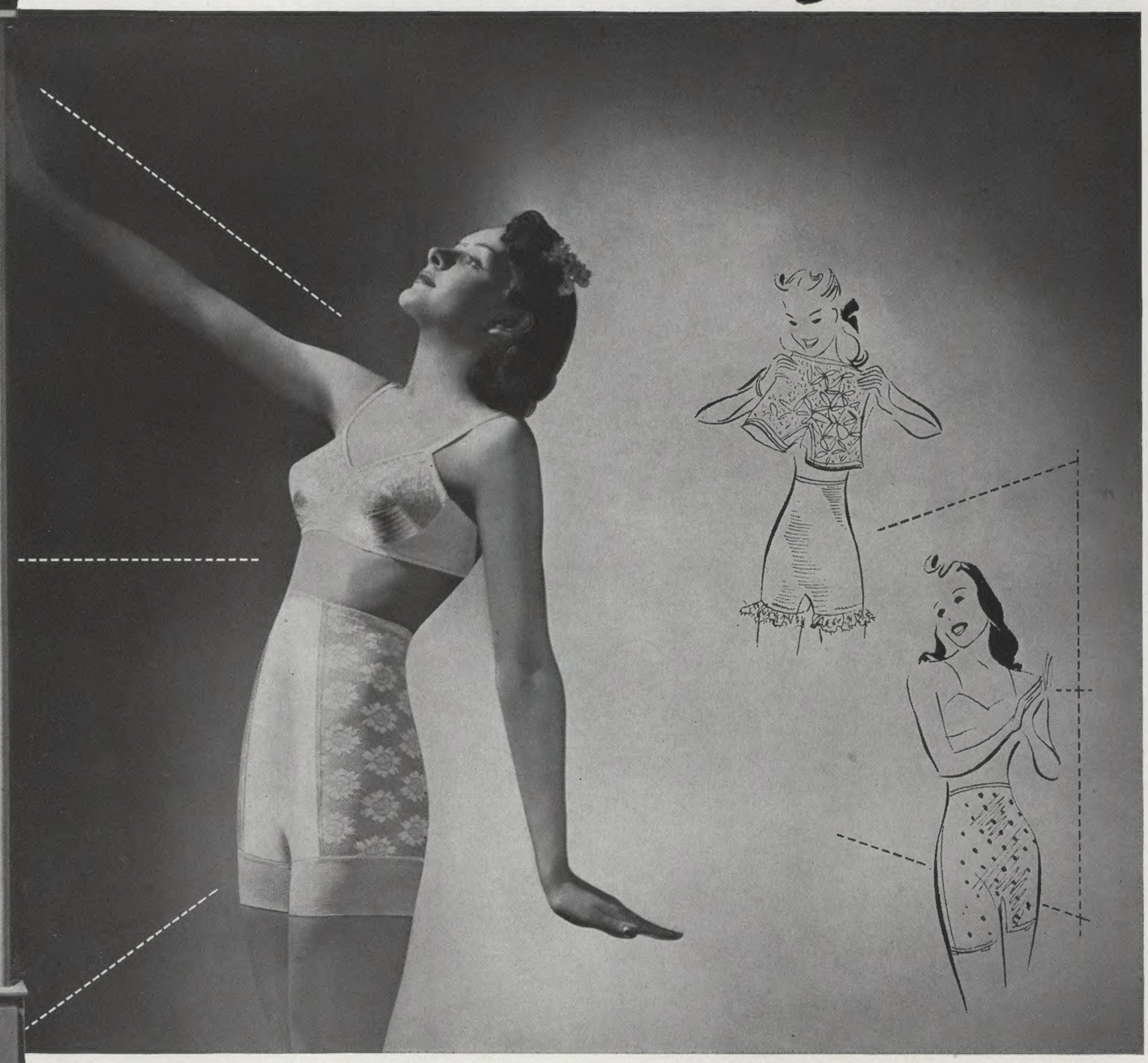

PLUS "LASTEX" YARN ADD UP TO A FINE FIGURE

AND THAT LONG LOOK

They combine their higher mathematics to draw the smooth curve of the mermaid silhouette. They give you that suave look you want for your long torso tailored suits. It's all done with the Magic Control Panel of Slimtites and Stretch of "Lastex" yarn. *Photographed,* Slimtite girdle in peach and white rayon satin with cool lace and net. *Held up,* all-over lace with power mesh bands. *Upper sketch,* power mesh with Val lace ruffles. *Lower sketch,* blue polka dot on white rayon satin. There are firmness and support in the cut and texture of Slimtites. There's a fine figure in them — yours! At leading stores everywhere, or write to Western Underwear Co., 76 Madison Avenue, New York City, for free illustrated booklet of Slimtite styles. When buying intimate apparel it is wise to insist on fashion's fourth dimension!

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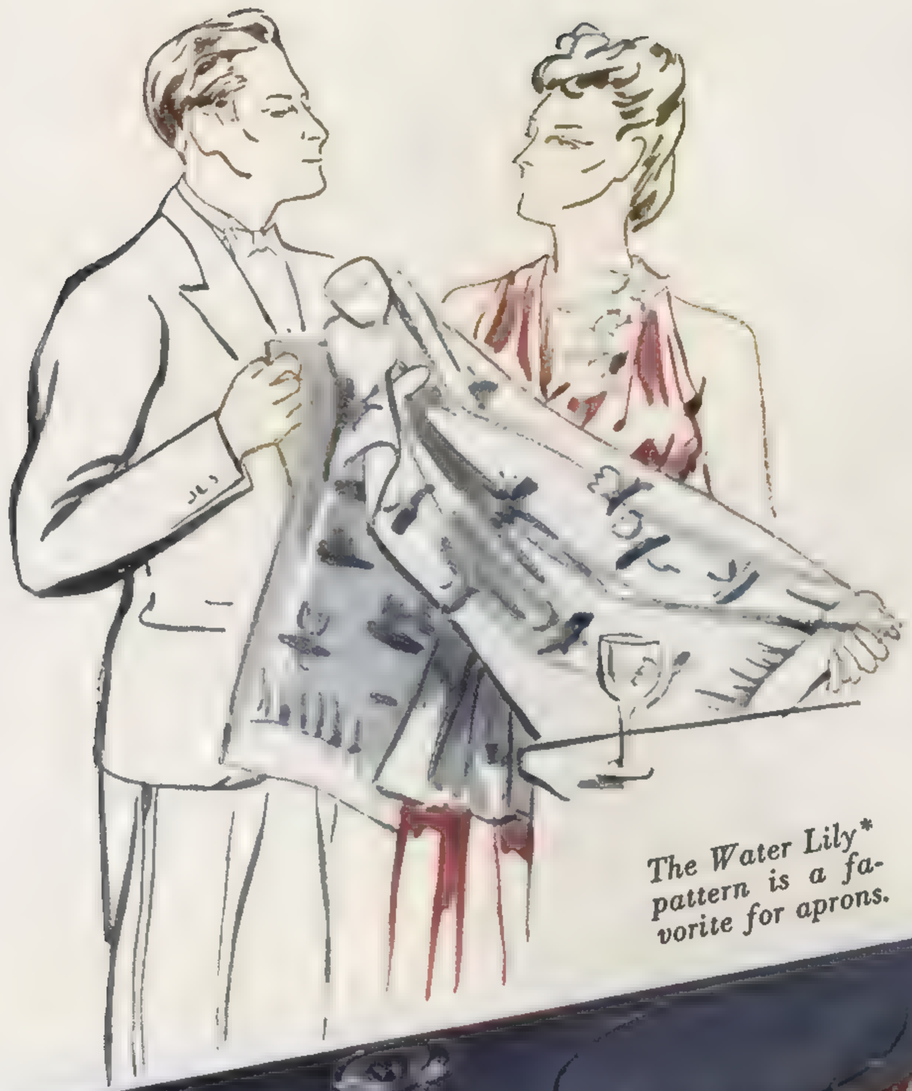
To be in VOGUE dish towels must be GAY



The Water Lily pattern is a favorite for aprons.*

Gay dish towels furnish the color accent needed to set off the streamlined simplicity of modern kitchen fixtures. There's so much night life in the kitchen these days that the proper equipment, including dish towels is an important part of midnight hospitality. Some clever hostesses have even discovered that converting these towels into smart little aprons adds a fetching domestic touch to the kitchen scene.

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Vogue's ADDRESS *of shops*

Where to get it.... Where to have it fixed.... Where to have practically anything done....

Here are listed some useful suggestions to help you solve your shopping problems.

If you don't find what you are looking for in these columns, write to Vogue's Address Book, at 420 Lexington Avenue, New York City.

DOMESTIC EMPLOYEES are the charge of little Miss Brinkley at 1 West Forty-Seventh Street. She is interested in establishing perfect coordination between employer and employee, and her methods are amazingly thorough. First of all, when she undertakes to engage a servant for you, she studies your household problem, and explores the house *per se*. She then takes her choice of servants by the hand, shows them what they are expected to do, and presents them with a note-book in which all their duties are neatly listed. And you can expect a visit from her a couple of months later—part of the check-up.

She'll tackle anything, no matter how mammoth or minute. She'll cut your staff expertly from ten to five; enlarge it from one to three. She'll turn fairy godmother, and produce in a trice an extra butler for an unexpected party. She'll turn gourmet, too, and give you suggestions for the party: what to serve, where to get the food and wine, et cetera.

She'll help you with your servants' uniforms, seeing that your butler gets the right coat; harmonizing the uniforms with the colour scheme of your house. She'll turn mathematician, and take inventories. She's been supplying the embassies in Washington for years; she'll go anywhere with her magic wand. When it comes to handling households, Miss Brinkley is practically omniscient. (Incidentally, we thought you'd be interested to know that Vogue related tales of her prowess over twenty years ago!)

REFURBISHING BAGS is the *spécialité de la maison* at A. L. Workman's, 424 Madison Avenue. They clean them, repair them, re-style them, copy them, or make up your own ideas. If you have some material left over from a dress, and have been wondering where you can have it made into a handbag, this is the answer. If you have a skin bag, destined to last forever, except for a worn-out interior, let them re-line it. And if you have an old draw-string beaded bag which you have never had the heart to part with, take it in, and let them turn it into a handsome dinner purse. They also perform marvels with petit-point—repair rips, furnish new frames. Bring your knitting-bag problems here, too—you'll find a nice assortment of frames. The shop is a veritable bag hospital: we couldn't think of a thing to ask them that they couldn't do.

RE-WEAVING gets into the miracle class when we see the work turned out by the French-American Re-Weaving Company at 100 West Fifty-Seventh Street. It's done by European girls who have been replacing pulled and missing threads since their early 'teens. They'll tackle any fabric: woollens, silk, knits, embroideries, laces—and you'll never be able to find The Place. This excellent service is well worth remembering when moths unfortunately like your clothes as much as you do, or a cane chair-seat pulls threads in your skirt, or the person next to you is too exuberant with a cigarette. Scorches, too, will find their Nemesis when they come

BOOK *and services*

up against the skilful hands of these legerdemain artists.

There's also a process called re-napping, which we were interested in: worn naps are restored to their original condition —especially useful when it comes to elbows and worn edges of camel's-hair, and other soft fabrics.

RECORDED ENTERTAINMENT: Write the name Abbey-McGuire in your address-book, as we have, to be referred to the next time you plan a party. For they'll equip you with radio or phonograph—and a huge library of popular records. (You can rent them with option of purchase.) And that isn't all: as backgrounds for raconteurs' tales, they rent out sound-effect records: dogs barking, orchestras tuning up, glasses clinking, rainfall, harbour sounds, and all sorts of other interesting noises.

Then there's a "candid talking camera"—not a camera at all, but a microphone set to record for posterity your favourite story, or what you will. (It's fun at a party, too, or a wedding reception, when everybody can permanently wish the bride happiness.) And there's a "recorded anniversary service," which involves a telephone, a recording of the recipient's favourite record, and special announcements and sound effects. For all these, and more ideas which we think will delight you, write to Abbey-McGuire at 147 West Forty-Second Street, or phone BRyant 9-1880.

REPAIRING used to be a hobby of Mr. Van Heilbrun's. He commercialized it, and the result is the Gem Specialty Company at 10 West Forty-Seventh Street. Mr. Van Heilbrun tells us he specializes in repairing plastics and metals (he's a true connoisseur of tortoise-shell), but some of the articles he'd fixed, which he showed us, went far beyond these categories! He'll remove dents or monograms from silver; re-carve the edge of jade; put broken *objets d'art* together; mend china, glass, and porcelain; fix cracked marble; make atomizers and lighters really Work. We'd bet he and his men could put Humpty-Dumpty together again! Oh, yes—the things you bring him to work on can't be more than twenty-five feet long!

CUSTOM-MADE CORSETS are a fine art to Miss Eleanor. Working with lovely fabrics and lovely colours, she turns out creations that are beautiful to behold. Her ideas are ingenious; she'll make you a foundation for any occasion or outfit: golf, riding (including side-saddle, or polo); she'll fit brassières inside evening dresses, design a firm, but non-constricting foundation for under bathing-suits (especially grand for older women). And the happiest part of all is that she throws her heart into achieving an absolutely perfect fit for her foundations. You'll find her at 4 East Fifty-Third Street.

THE QUESTERS are two indefatigable young ladies who go on quests for antiques for you. They comb wreckers' junk-yards for weathered oak for a bar; explore Mexican pueblos for Indian treasures. They stay on a trail sometimes for *years*. If you don't feel the lure of the search; if you don't trust your antique-recognizing faculties; if you have eleven pink Staffordshire plates, and want that difficult-to-match twelfth, just let the Questers know (they're at 455 East Fifty-Seventh Street), and they'll be glad to do a little knight-errantry for you. The fee for the conquest is exactly nothing, because, you see, there's a commission from the dealers.

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1	$455	$420	$420	$385	$210	$175
1¼	$615	$518	$540	$485	$267	$225
1½	$770	$680	$658	$500	$360	$310
1¾	$955	$840	$840	$610	$415	$378
2	$1310	$1095	$1105	$850	$470	$425

A. Blue White—Absolutely perfect.
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D. Fine White—Eye perfect.
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Shop

Luggage: Arthur Gilmore's latest gift to wandering women is this snowy-white luggage of washable cowhide. The bottle case fitted with mirror, brass-topped bottles and jars, and lined with washable fabric, costs $125, with a coloured suède-cloth cover. The twenty-inch suitcase to match costs $56, silk moire lined, with suède-cloth cover. 16 East Fifty-Second Street.

Hair Care: Whether you stay in the city or on the beach or on the wing this summer, your hair's going to be much easier to tend if you have it properly thinned and shaped *right now*. Lura de Gez, who has the distinction of being one of the few female hair stylists in these parts, is expert at this. Proper cutting will make even very long hair look neat, asserts Miss de Gez, and she frowns upon what she calls a "cocker-spaniel" appearance. You too can become sleek, at 714 Fifth Avenue.

Playmates: This little play-suit is of grey-and-white rayon jersey stripes. The waistband connecting the shirt and shorts is of cotton, knitted so as to cling to your waist-line gently, but flatteringly. The button-down-the-front skirt is gored and slightly flared. If grey isn't your colour, you pay your money (only $8), and you take your choice of rosy-red, gold, or royal-blue stripes. You may thank the Plymouth Shops, not only for this, but for their good group of young bathing-suits and slack suits. They are also going in wholeheartedly for seersucker—with slacks, shorts, shirts, brassières, and skirts. 512 Madison Avenue is the address.

Twins: If you really want to make your beaux very, very happy, you can buy some of these small high-ball glasses, shown below, right. So many men like high-balls rather than cocktails before dinner, and great big tall ones look too overwhelming in contrast to the average cocktail glass. To the left of the high-ball glass is its twin, exactly the same height, for cocktails. The bottom of both of these glasses is quite thick, so you're not getting quite such a potion as you might think at first glance. The price, too, is deceiving, happily for you. You would not think that you could get either of them for $9 a dozen, especially when they come from such a super establishment as Georg Jensen, 667 Fifth Avenue. You can, though.

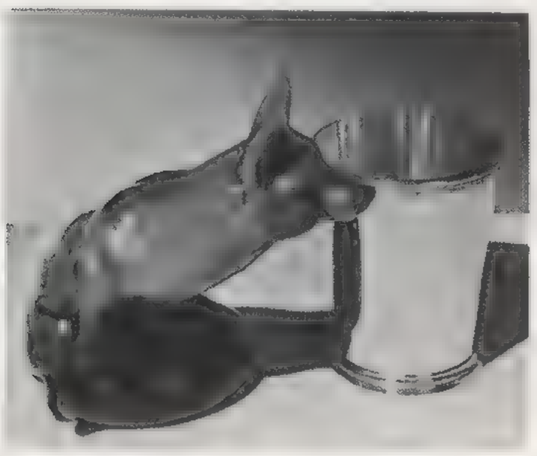
VOGUE STUDIOS

Hound summer style

More Tricolour: From the Cotton Shop, at 543 Madison Avenue, comes this red-white-and-blue linen dress. The sleeves are bright red, and a broad band of the navy-blue crosses the bosom. The belt is of navy-blue, too. You can also have this dress with emerald-green replacing the blue. $30 is the fee. For gardeners, a very appealing little overall of blue-and-white striped ticking, at the appealing little price of $4. And a red-and-white striped cotton garden dress—very simple, with a wide skirt. It has two big pockets, one of them divided so that trowels and such can stand upright in it; $15. And for a pretty summer dress—there are several sweet linen ones with small flowers hand-printed on them in random fashion; $14 is the price for these.

One-Man: The Handmade Luggage Shop makes hand-made luggage, as you may have surmised, but that is only the beginning of the story. This tiny hole-in-the-wall establishment is a one-man shop—every bit of the excellent workmanship being done by a painstaking craftsman called Mr. Leiss. He is a very opinionated man when it comes to the choice of materials. He uses only the best of them. We were quite impressed by a cowhide tennis-case lined with Irish linen, with space for four tennis-rackets, six tennis-balls, and enough room for sneakers, et cetera, besides, for $27.50. Prices for other leather goods, made-to-order, are correspondingly kind. Allow plenty of time; they're labours of love. Expert luggage repairs too; 201 East Forty-Fourth Street.

Summer Scene: The red Doulton fox in the picture below is peering with approval at a mint-julep cup. The thought of any mint-julep cup is pleasant, but this silver-plated one is particularly good news at $5. It's called the Patrick Henry cup, being the kind from which that gentleman was wont to drink. If you prefer sterling silver, you must pay $15 instead. The fox has his price, too; $10.75, to be exact. Both of these friendly objects come from William H. Plummer and Company at 695 Fifth Avenue.



Pouch: For men who want their tobacco when they want it, and no nonsense about fumbling around, we suggest the Amity leather pouch, which snaps open with a "Facile" fastener—almost of its own volition. Depending on whether you're rich or not, you can buy one in sheepskin (black, tan, or brown) for $1, or an ostrich skin one for $7.50. Also in other leathers at prices between these two. The Warwick Hotel Tobacco Shop will sell you whichever one you and your pocketbook decide upon. 65 West Fifty-Fourth Street is the place.

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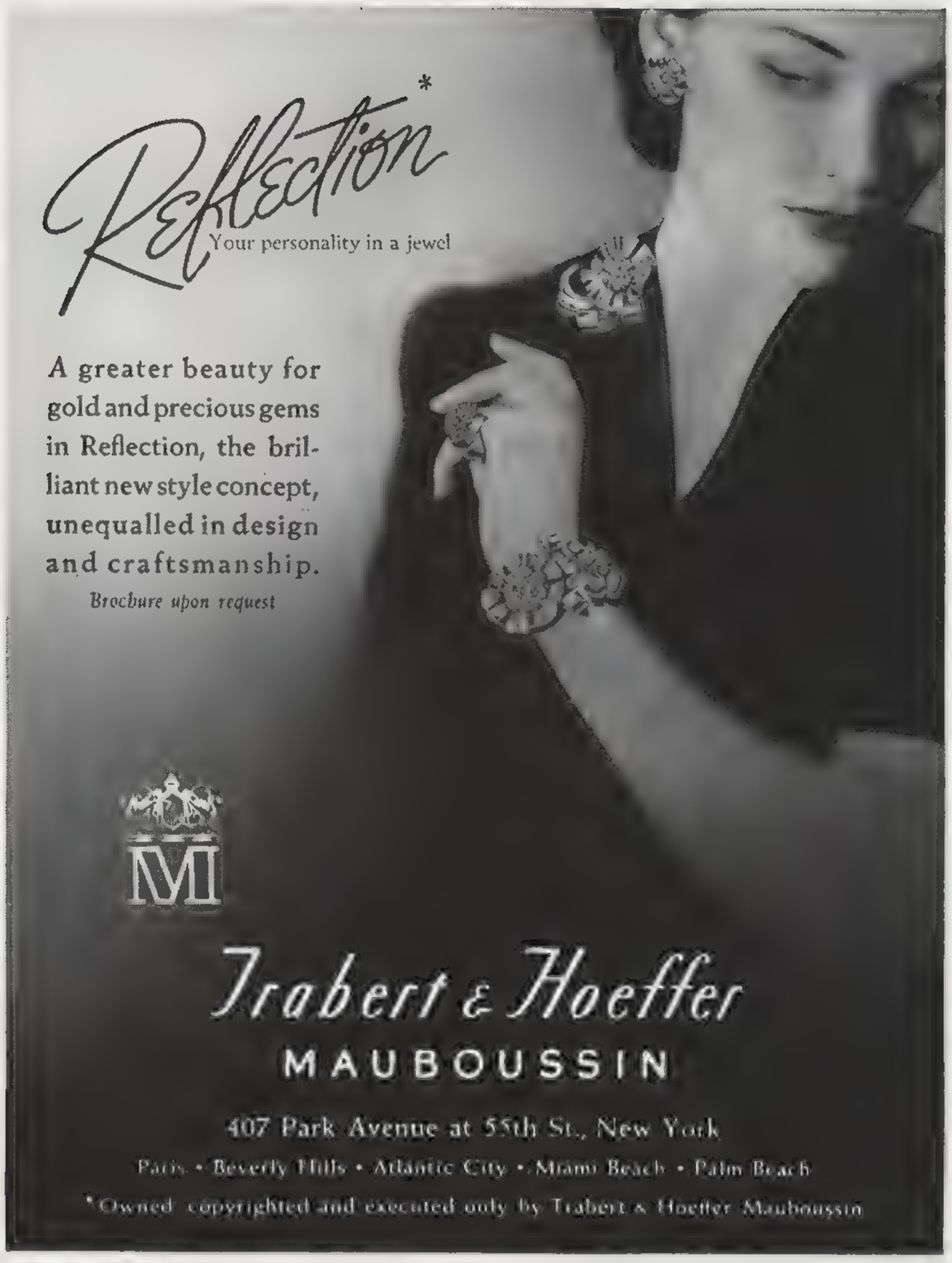

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VOGUE COVERS THE TOWN

The Morgan Library

The Morgan Library, 29 East Thirty-Sixth Street, is now on summer exhibition again this year. The exhibition is arranged for World's Fair visitors, and includes some of the rarest pieces in last year's show, and some never shown before.

Illuminated manuscripts, mediæval jewelled book-covers, early printed books, original drawings, and authors' manuscripts are included in the show. The manuscripts and illuminated missals and prayer-books are beautiful, and you don't have to be a specialist in incunabula or an expert in mediæval paintings to enjoy the exhibition.

Admission free, the show is open every day except Sundays and legal holidays.

Miss Jane Pickens

Miss Jane Pickens keeps on packing them in at the Plaza's Persian Room. And why not?—she has a really beautiful voice, a sound operatic training, a sweet Southern manner, and truly golden hair.

She studied under Leopold Sachse, who coaches Kirsten Flagstad, and she once sang in Carnegie Hall, both of which infer a more adequate musical training than the average night-club singer's. She'll sing you a beautiful aria, or something fresh from the "Hit Parade," with equal éclat. And then she'll sing a Wagnerian burlesque, complete with the Valkyrie cry, to the tune of "I Can't Give You Anything But Love, Baby," and you'll laugh until it hurts.

One of our fondest recollections is her utterly hilarious skit of the prima donna of a summer opera—her serious efforts considerably frustrated by an enormous rose which persists in escaping from the front of her dress and bobbing up into her face.

We understand that Jane Pickens has just been signed by Ed Wynn to play the leading feminine rôle in his new show, scheduled for early autumn, and tentatively titled "Ed Wynn's Funnies."

Two little side trips . . .

Maybe you haven't thought of one or both of these things to do. It's the season when people feel like being a bit inconsequential.

Try going to the Washington Market for lunch some day. It's even more fun than going there for a wee-hour snack. The place is nice and cool, scrubbed to dazzling brightness, and full of cheerful bustle. And the little booths and shops around the market serve some of the best and freshest seafood in town.

We also want to bring to your notice that the Washington Market is reputedly the only place this side of the Canadian border where you can get real, honest-to-goodness crumpets. Crumpets are large substantial objects very much like tea-muffins. Whether you can get them anywhere else or not, the crumpets at the Market are the real McCoy and together with the seafood make the trip down town well worth while....

At Sixth Avenue and Forty-Seventh Street, you will find the Miami Theatre. For thirty cents they'll let you in, and you'll probably stay for hours. For entertainment, the management provides good oldtime movies—silent ones—with proper sound effects added by the pianist, and, frequently, by the audience. Charlie Chaplins, Harold Lloyds, Valentinos, Pearl Whites, and Theda Baras are found on the programs. And the gentleman at the piano will play appropriate music, scream, ring 'phone bells, shoot off guns, or do anything else called for in the script. Unless you are completely numb to all emotional crises, you'll co-operate, too—even if you don't join in all the sound effects, you'll at least hiss the villain and warn the hero to LOOK OUT.

Lily Pons concert

On the evening of June 21, in the Pickwick Theatre, Greenwich, Connecticut, Lily Pons will give a concert for the benefit of the American Field Service.

On April 4, 1940, the first contingent of the American Field Service arrived in France, where they were given a warm welcome by the French Government. It was recalled that the American Field Service originated during the last war, when seventeen American volunteers brought in wounded from the Battle of the Marne. Mr. Phelps Barnum and Mr. Kenneth Austin, who were in that group, are sponsoring the Greenwich concert. Put this date on your calendar. You will want to keep it.

Moviette, Inc.

If you feel that posterity would be improved if your wedding, garden-party, or child's birthday party were made into a movie, you can call Moviette, Inc., and they will send a staff to film the event for you.

In order to keep the effect casual and unposed, the scenes are "shot" from a distance through a telescopic lens. The 16 mm. positive print will run off on any home movie projector.

Family newsreels are fun. Moviette, Inc., will do those for you, too. They also rent old-time movies, sound shorts, and silent shorts and many of the early classics.

It might be fun at your next party to have a "Cheer the Hero, Hiss the Villain" film. "The Desert Vulture," with Texas Guinan, should make quite a novel evening. Moviette, Inc., are at 320 West Forty-Second Street.

"FLANEUR"

Fashion Toast from Coast to Coast!

Pink Lemonade *and* Red Punch

Now in Pearl-Glow nail enamel!

There's never been such excitement over color for lips and fingertips as the furore created by the lighthearted, carnival shades brought out by Revlon for spring and summer. Pink Lemonade* and Red Punch* are the talk . . . and the toast . . . of the town, from coast to coast. These "soft drink" colors have inspired complete wardrobes featured by the nation's leading fashion stores.

And now there is further cause for excitement . . . you may choose Pink Lemonade and Red Punch in a new type of nail enamel . . . Revlon's PEARL-GLOW . . . as well as the classic cream type! PEARL-GLOW has a subtle, mystic, "stardust" quality. It's opalescent, shimmering. In fact, it's *pearly*, as the name implies! It gives nails a "dress-up" look, very chic for afternoon and evening. You'll like its ladylike lustre . . . in Pink Lemonade and Red Punch . . . as well as Tringar-3 and Windsor.

And, as you have every right to expect of the world's leading quality nail enamel, *of course* Revlon *wears so much longer* . . . and goes on *more* easily! That's why smart women like you . . . fine beauty salons like yours . . . prefer Revlon Nail Enamel!

And to keep your lips and fingertips fashionably in tune, you wear harmonizing Revlon Lipstick, color-affinity to Revlon Nail Enamel. Lustrous, non-drying, long-lasting. Revlon Lipstick $1.00.

Pink Lemonade costumes, featured by Bonwit Teller of New York; Marshall Field, Chicago; and leading fashion stores throughout the country.

Revlon Pearl-Glow or Revlon Cream Nail Enamel with harmonizing Lipstick in these attractive pouches which hold all your handbag cosmetics. Complete $1.60.

Revlon

PEARL-GLOW NAIL ENAMEL—CREAM NAIL ENAMEL

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90 Proof.

You spend an entire day looking for the kind of hat "he" will like, only to have him groan when he sees you wear it. You waste a week looking for a blue dress because "He hates red", only to be told that he prefers the one your best friend is wearing. Of course, her dress is flaming scarlet!

All of which might lead to the conclusion that men are irresponsible and unaccountable on the subject of women's clothes. But they're not. They simply can't quite say why they do or don't like them.

Fortunately, however, there are a few articulate males who *can* express what they feel about fashions and in Vogue's July 1st issue, they *do* it. They're a varied group—an author and a broker, a movie star and a football hero—and there's one young man, aged ten, who scrutinizes his mother's wardrobe with a cold, calculating eye.

These gentlemen—not Vogue—selected the clothes that you'll see in 14 pages of the July 1st issue. They chose the models, too—in some cases, their own wives—approved the make-up, the coiffures, the accessories. Perhaps—it's to be hoped—they'll give you a clue to the mental processes of the male when confronted by "that new hat."

Other features in July 1st Vogue

In the next Vogue, Frank Crowninshield appraises Modern Art in America from the revolutionary Armory Show in 1913 to the present day. Vogue turns its spotlight on San Francisco, on the people and plays and places that make up the life of this West Coast metropolis . . . on "Under Twenty" clothes . . . and on more Paris Mid-Season fashions to make this issue the most interesting magazine-event on your midsummer calendar.

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INCORPORATING VANITY FAIR

JUNE 15, 1940

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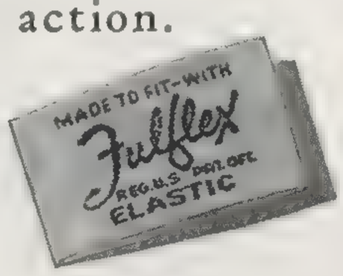

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VOGUE'S-EYE VIEW OF AMERICAN SUMMER

PAINTING BY WILLIAM DORIANI

SUMMER stretches ahead. This summer of 1940. Three of the gravest months the world has ever known, perhaps...waiting while life in Europe goes one knows not where, while life here tries desperately to keep the head up, eyes clear, the hand outstretched.

In such a summer of burning suspense and brilliant sun, American life goes on. Sun and sea and the green outdoors automatically fill our days. Nor is it frivolous, nor trivial, this occupation with the usual things of day-by-day existence. It is the oasis of normality to which the world hopes to return.

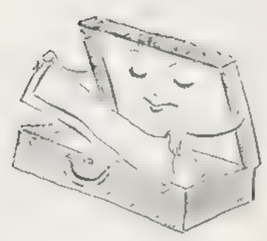
With renewed wonder, one sees the beautiful clothes still coming out of Paris. Schiaparelli's new choir-boy smocks, Alix and Balenciaga's dinner-dresses—drawn herein by Eric in his house in the garrison town of Senlis. With renewed appreciation, one wears them—in tribute to imaginations inspired where there is no inspiration and in the hope that the hands that made them will, thereby, fare a little better.

DREAMY WHITE CHIFFON
with decisive colours
in the silk jersey façade
and wide grosgrain belt:
Bergdorf Goodman

90 days at 90°

June, July, August—clothes to weather them

SUMMER is what you call summer—in America. No fly-by-night glimpse of feeble sun, but three wonderful long months of it. Ninety days. Twelve or fifteen weeks. More than a dozen week-ends—your bag will practically pack itself and follow you, Friday afternoons. (Labor Day never yet has rung down the curtain on hot weather.) Summer can't be too long for most of us...and it's just beginning.



Once, clothes for these long summers practically stymied you. If you wanted a bathing-suit after the Fourth of July, a few cottons to finish August out, you ran into a Stone Wall. Your plaintive July searching met with empty racks and the limp remark, "But the season is over, madam—I could show you some nice autumn models."

That, happily, is a thing of the past. Nobody is going to railroad you out of summer clothes while it's still, meteorologically, summer. The shops are ready to help you through three gruelling months. Sports outfits to replace those Florida ones you started the season on. Costumes to support your coolness, your composure, and your reputation for chic.

To help city-dwellers through the torrid season, Best is bringing out urban blacks—cool rough black shantungs especially. With these, they like the look of yellow or foam-green accessories. And all through July and August, you can walk in and walk home with their Shirtmaker dress. Best, the exclusive home of the Shirtmaker, has twenty-five versions of it, from knee-length ones to long evening models; in anything from gabardine to Liberty silks.

Best's Beach Shop, it may soothe you to know, will be open until Labor Day. Among their other contributions to happiness is the Globe-trotter coat, loose, easy, one button. It started at Palm Beach, and is now the pet of several thousand owners. One girl bought five. Best also harbours the scientific Alice Marble tennis dress (and will harbour it all summer). Three models: piqué, crêpe, or sharkskin. Even if you always muff your serve, at least you'll look as if you knew what you were doing.

New wonder! First shoe made of a new stretchable, transparent plastic. From Saks-Fifth Avenue

Something completely revolutionary in sweaters is appearing at Saks-Fifth Avenue. They call it the "Double Cross" sweater—and a fiendishly clever idea it is, too. Two pieces are involved. Each piece is composed of a short sleeve and a band that crosses your chest diagonally. You put one piece—in, say, blue—on one arm; another piece—in, say, white—on the other arm, and the bands cross your chest, leaving your midriff bare. Sounds involved, but really is ABC. Buy a half-dozen pieces in different colours (each costs $5), change them about, and you have a stock of sweaters.

There's a new cut in slacks at Saks-Fifth Avenue, too. It swears to belittle any hip-line—done with flat darts, fly front, and no hip pockets. Saks, in fact, has several new tricks up its summer sleeve. A white linen suit with a day skirt and a long evening skirt. Fine kill-two-birds-with-one-stone idea. Tennis shorts and shirts made of angel-skin ($17) just like your best cotton gloves. And wonder of wonders, a phenomenal new evening shoe (see it right) made of a stretchable, transparent plastic, called "Vinylite." It looks like glass, stretches like rubber, and may blaze fantastic new trails in the shoe world.

At Hattie Carnegie's is one of the loveliest things any summer wardrobe could own—the crisp choir-boy smock (shown on page 30) that Schiaparelli made, a few short weeks before this fateful summer. And just when you need them most, Hattie Carnegie is bringing out a fresh group of dark chiffon dresses and suits for town—shown with pastel accessories. For your open-air diversions, see what's in their Inexpensive Shop. Little sports dresses, *jeune fille* clothes, play outfits. All at prices that won't let your conscience bother you on your holiday.

Golfers with a lusty drive will be going into Bergdorf Goodman all summer for a golf dress that is Progress. It looks normal, but the sleeves are set in with a tricky bellows arrangement so that, no matter how violently you swing, your hem-line stays stationary. $23. And these are Bergdorf Goodman exclusives to be carried in all colours, and in all sizes, all through July. A golf dress, professionally cut, with pleated skirt, four pockets, and buttons all the way down front. $30. A city-country dress of loose-weave linen, buttoned by brass berries—in *gouache* colours for the country, in sandalwood or navy-blue for resident New Yorkers. $35. A club suit special with a pleated rayon dress and a cashmere cardigan jacket so superbly cut you'll wear it with many other clothes. $50.

No matter how late you want to acquire a bathing-suit, go to Lord and Taylor. Brigance's "Garçon" bathing-suit—shown on our June 1 cover—was ordered the minute it appeared, by Joan Crawford. She also bought several of his Indian bathing-suits, and one of his evening-skirt-bathing-suit costumes, a white piqué one with big plumes printed on it.

All summer long, Lord and Taylor will have the little bare-knee skirt worn with knee-length socks. Gertrude Lawrence telephoned for three sets of these. Pride of Lord and Taylor's anti-heat brigade is a little "Crown" suit—a jacket and skirt, in nine colours, printed with crowns. There's a fine job of tailoring on it, too, for all its minuscule price.

Those two new colours lauded in this issue—lavender and bowling-green—can be tracked down at Bonwit Teller, from now till the first frost. And they're colours to bring freshness to any midsummer wardrobe. (See pages 34–35 for the lavenders; 52–53 for the green.)

And all summer long, Bonwit's will be a stronghold of button-up shirt-waist dresses of every species. Simple little ones for around $20—or the most painstaking Germaine Monteil masterpieces up to $125. And so long as they can get the fabric, there'll be the famous Tootal linen suits and dresses—the fabric comes from Manchester, England, so no one can swear to its continuance. News for the older figure here is a large group of beautifully tailored, beautifully deceptive silk coats, at middle-of-the-road prices.

DUSTY-BLUE FELT BREWSTER HAT; FRANKLIN SIMON

No matter what the calendar, Abercrombie and Fitch is always equipped to handle a sportswoman's every need. Golfers—look at the striped cotton dress with a knitted back and waist—a nonhandicapper if ever there was one. Tennis aces—look at the dress of men's shirting with its own trunks to match. Swimmers—see the terry-cloth beach-robe cut precisely like your best polo coat. Shooters—especially if you're going to Alaska—look at the slacks, top and hood snugly lined with brown fuzz. Every one—look at the perfect Jaeger slacks and jacket the colour of brick riding-breeches.

Just about the time your complexion is nicely toasted, Milgrim will have ready for you that sure-fire flatterer—the ice-cream coloured satin evening dress. Just about the time your town clothes look seedy, they'll have fresh black and blue sheer dresses. Some after-5 P.M. kind—without fuss. All summer, there's a stampede up to their débutante floor, where the prices are as low as the temperature high. (Continued on page 74)

TONI FRISSELL

Big hat, little dress

THIS is America's favourite summer look—the look of a big hat tilted above a little dress. A hat that makes its own cool shade. A dress so simply, so dexterously cut that it spans a multitude of times and places.

This year, your big hat might be a breath-of-air felt, like the one above, in a fresh mint-leaf green. This year, your dress might be a supple shirt-waist like the one in the photograph. The top is classic; the skirt is pleated and pleated; the fabric, white Celanese rayon crêpe. (For town, duplicate the hat in, say, black; the dress in, say, beige.) And there's your Summer Uniform, prompting friends to ask, "HOW do you manage to look so COOL?" Big hat, $15.50. Little dress, $22.95. Both; Bonwit Teller; I. Magnin

Shadow-weights

Dark and thin and citified—a cool antidote for warm days right up until September. Navy-blue silk chiffon over a dotted crêpe slip. $85. Huge white piqué cart-wheel. Both from Henri Bendel

HORST

One thin layer of black over one thin layer of white silk marquisette—a filmy dress for afternoons all summer. $45. The brim of that horsehair hat comes off to leave a cap. Saks-Fifth Avenue

To make you look—and feel—ten degrees cooler, for garden-lunching or roof-dining—a crisp black silk marquisette dress with a full circular skirt. $45. Hat of black pleated net. Saks-Fifth Avenue

WIDE FLOUNCES—rippling from capelet and snug, long-torso skirt of Balenciaga's pale blue silk crêpe dress. Imported by Henri Bendel
BANDS OF JET BEADS—circling and recircling sleeves and bodice of Balenciaga's clinging black chiffon dress. Imported by Bonwit Teller

From the Paris

Mid-Seasons

PLEATED DRAPERY—cutting into the bodice of Alix's bottle-green silk crêpe dress...sleeveless, slender, high-necked. Imported by Hattie Carnegie
BROAD SHOULDER SCARF—twining over the beige silk jersey bodice of Alix's slim black silk crêpe dinner-dress. Imported by Bergdorf Goodman

ANDRÉ DURST

Paris Mid-Seasons

CHOIR-BOY

A CHOIR-BOY SURPLICE of starched white linen and lace—Schiaparelli's newest evening coup. The surplice fastens with a gilt tassel; it hangs over a sheath of pink silk crêpe. Imported by Hattie Carnegie. The pink turban (notice) is on the back of the head

JACKETS

A SERAPHIC JACKET of linen and stiff-starched lace, with an ecclesiastical collar—another Schiaparellian idea. The jacket juts over a black rayon crêpe sheath. (Copies are $110 at Bonwit Teller; Marshall Field.) Jewels on both pages from Mauboussin

Three for Sunday lunch

TONI FRISSELL

Above: Flag colours, in a dress that's your answer to "Do drive out for lunch, Sunday." White rayon crêpe with blue and red. Lord and Taylor; I. Magnin

Opposite page, first: White with cocoa. Rayon crêpe blouse, sharkskin skirt. Best; Neiman-Marcus. Photographed in Charleston in front of Saint Philip's Church

Far right: White with a vivid, striped sash. A long-sleeved, open-throated dress of rayon jersey. Multicoloured sash wound around. At Saks-Fifth Avenue

Part white, part bright

TONI FRISSELL

Lavender's in the wind

LAVENDER, that dulcet shade, is back. Back in the Paris Mid-Seasons, in New York Collections. Here's a lavender linen dress to wear after dusk—its top embroidered. About $50; Bonwit Teller; I. Magnin

Lavender and linen

LAVENDER FOR A LINEN PRINT. You'd wear this cool little dress in the country; you'd wear it in town. $18.95. Toyo hat. Both from Bonwit Teller

LAVENDER FOR A LINEN JACKET. You'd like it for evening or afternoon. Over white, blue, pale pink. About $9; Bonwit Teller; J. L. Hudson, Detroit

LAVENDER FOR HAT AND GLOVES. Jeanne Tête felt hat, $17.50. Bonwit Teller. Blue Tootal linen dress, $29.95. Gloves, $2.95. All are from Bonwit Teller

LAVENDER FOR A LINEN SUIT. Nice with urban blue; country white. $39.95. Lavender straw hat, about $16. Blue linen bag. Bonwit Teller; Neiman-Marcus

LAVENDER, REVIVED IN PARIS AND NEW YORK, FOR A PRINT

LAVENDER FOR A TOSS-OVER LINEN JACKET

LAVENDER FOR A LINEN SUIT

LAVENDER FOR HAT AND GLOVES

LEE MILLER

Winston Churchill's daughter

Miss Mary Churchill, youngest daughter of Britain's Prime Minister

Her father works sixteen hours a day, in the heavily portentous house at 10 Downing Street. Her mother heads many organizations, including "Bundles for Britain." And, like them, Mary Churchill, a seventeen-year-old débutante, has spent this year working—in the defence organizations of the nation

People are talking about...

"WHAT'S next?" and the fresh descent of terror on a succession of little countries, each disaster putting out of mind a previous destruction. For now the battles of Warsaw, Ladoga, Narvik, and Trondheim are dated history, one with Jena and Austerlitz.

PEOPLE ARE TALKING ABOUT...The comforting old-time quality of the space-fillers in the newspapers, "Bear cubs born in zoo," and "Yellow-billed grosbeak noted"...The primitive sophistication of the music by the great Brazilian composer, Villa-Lobos...Nylon stockings...Tom Lee's sugar-cane curtain and Irving Berlin's wonderful new tunes in the musical comedy, "Louisiana Purchase."...

William Faulkner's new book, *The Hamlet*, a saga of the cold-eyed, conniving Snopes family, told in Faulkner's crawling, writhing, wet spaghetti style... Great, heavy topaz rings...The miracle saving of the Dutch masterpieces, now hidden away...Mrs. Paul Warburg's two grey miniature poodles, as perfectly matched as a pair of trotters, moving with spidery grace...The spurt of the Brooklyn Dodgers...

PEOPLE ARE TALKING ABOUT...Airplanes and Allison Motors, and six months to train a pilot, and three months to train a bomb thrower, and what about national defences?...The World's Fair and the miracle of the great White Way, with the loudspeakers forbidden, and the shows all happy and gay...The song, "Tennessee Fish Fry," which Wynn Murray sings in a coon shout in "American Jubilee," and which Jane Pickens sings with a delicate tracery of laughter at the Plaza's Persian Room...

Neville Henderson's book, *Failure of a Mission*, which has become far more important historically than it was when he wrote it—for the failure of that mission was the beginning of a series of interlocking horrors, forseen by practically every man in the street...All the fearsomely named rum drinks, labelled one to a customer, like a bargain drug sale...The cunning circus numbers at the St. Regis roof...Verdura's beautiful Indian ivory chessmen made into clips. (They are sheathed in gold and studded with stones and pearls.)...The almost non-existent voice of Bonnie Baker piping her songs...The winning new geniality of the ticket-takers at the World's Fair...

The threat of a Fifth Column in America, and the curious sense of insecurity that always follows this phrase, an insecurity which no number of spy scares could ever give. "Boring from within" is an old Communist catch-phrase that somehow got laughed off—but Fifth Column carries a more dread significance, a known power...

PEOPLE ARE TALKING ABOUT...The passionate tension of the war in Robert Sherwood's play, "There Shall Be No Night." Although the critics have complained that it is not a perfect drama, and some of the columnists have written bitterly that it is an attempt to sway us into war, it remains an emotional crowbar, cracking away at the heart. Into his dramatized editorial, Sherwood has had the genius to entice Alfred Lunt to play his Finnish scientist, expounding the issues far more literately, far more eloquently than any other dramatist...

The convertible car tops, operated by push-buttons instead of the old kind of tops which needed a can-opener to budge them...Alsop and Kinter's *An American White Paper*, which handles current diplomacy with an acid snap...The flare-up of movies with bawdy lines.

PEOPLE ARE TALKING ABOUT...The Presidential elections, third terms, and a big business man for President, about Dewey and his magic hold over delegates, about Wendell Willkie and his snowballing momentum to the convention...The mad rush for Republican and Democratic convention passes...The new all-day tabloid picture newspaper, *PM*...The wonderful word, Peglerizing, used to describe the way Westbrook Pegler uses a past misdeed as a stick to beat up public enemies, some of them safe in labour unions...

The calm old New England summer places in Rhode Island and Connecticut and Maine, where dim, cavernous, wicker-furnitured houses are being opened up for the first time in years...The new, transparent Cinderella slippers of a stretchable plastic, looking uncannily like no shoes at all...The roller-skating at Rockefeller Plaza...The new pari-mutuels at Belmont Park... "The Woodpecker Song" with its quick-marching set of words. (First it was an Italian folk-song, then a German sentimental ballad, now an American hit tune.)...Hazel Scott, the boogie-woogie pianist at the night place, Café Society...

The superb escape of the Persian art exhibition, the best one that this country has ever had...The beauties of the re-opened San Francisco Fair...The Strauss waltz number of the new Aquacade, all Blue Danube, waterfall, lights, and, of course, Eleanor Holm...Going up to Stockbridge for the Berkshire Symphonic Festival...The new rubber flippers that tie over the toes and around the ankles, giving the swimmer not only a foot like a frog's, but a frog's speed...Insomnia...

PEOPLE ARE TALKING ABOUT...The Buck Rogers fantasies of this war, the parachute troops, nerve gas, death rays, immobilization of cannon...The British Navy and the French spirit and the American airplanes.

NEW YORK GOES MEXICAN

The Museum of Modern Art scores another success in revealing four major divisions of Mexican art

By FRANK CROWNINSHIELD

"GIRL WITH DOVE," 19TH-CENTURY

CONDE DE GALVES, BY PABLO DE JÉSUS

PRIMITIVE ZAPOTEC INCENSE BURNER

IF, during the summer months, you should see the great ladies of New York, in sizable coveys, flitting in and out of cocktail parties, carrying a *Chihuahua,* wearing a *china poblana,* a mustard-coloured *sarape,* a silken *rebozo,* and a pair of leather *guaraches;* and if, at the smarter sidewalk cafés, débutantes should ask for *tortillas,* or a snack of *huachinango,* a pony of *tequila,* or a chaser of *jugo de naranja;* or if, at a week-end *fiesta* on Long Island, middle-aged matrons should, along about midnight, insist upon one more *tango,* or a final *rumba,* or start prancing about, however ineptly, on the brim of a gigantic straw *sombrero* (with, of course, a dark-skinned masculine partner, wearing a *machete* in his *cinturon*), you need register no sign of surprise, since New York, in its upper social stratum, has definitely gone Mexican.

The racy Mexican note, which one notices everywhere about—in shop-windows; at cabarets, where songs like "*La Adelita*" and "*La Paloma Azul*" are now nightly intoned; in ladies' dresses, shawls, sandals, and printed cottons—has all been due to The Museum of Modern Art, an institution which shares with Billy Rose and the *Frères* Ringling an instinctive gift for showmanship, and a complete mastery of réclame, and which, three weeks ago, opened its super-titanic (Mr. Rose would certainly approve of the adjective) Mexican exhibition. The show—"Twenty Centuries of Mexican Art"—has taken the city by storm, and has, by one ring, bettered the offering of the Ringlings, since it is a four-ring *divertissement,* composed of more than four thousand exhibits (count them yourself), which objects now occupy the garden and all the available floors of the Museum.

To add a little more *chilli,* the Museum has also gone in for Mexican music and has given, in the lugubrious chamber which serves as its auditorium, twenty concerts of Mexican music, under the direction of Carlos Chavez, the Mexican composer, aided by twenty-five members of a Mexican orchestra, half of them dedicated either to archæological flutes or drums, or to percussion instruments of the most surprising and sinister order. The result of these concerts has been that Mexican music, like Mexican art, has become something of a rage here and that, if the frenzy continues, we are certain to see Toscanini interpreting Yaqui symphonies, or variants of that popular number, "*Xochipili-Macuilxochitl,*" with which the Museum's concerts were initiated.

But, to be serious, the success of this great exhibit, with its dual flavour of ancient and modern, Indian and Hispanic, sacred and profane, has been as immediate as its influence has been immense. And this has been the more surprising since the explanatory catalogues of the exhibits, which were printed in Mexico, had not arrived during the first week of the show, or even when this magazine went to press. This catalogue, by the way, is to include a revelatory preface, by Miguel Covarrubias, on the trends in modern Spanish art.

The exposition—which is beautifully arranged and miraculously lighted—enables us to study the contemporary art of Mexico against the background of its ancient cultural past. The exhibits range in size from an amazingly wrought owl's head, half an inch high, and fantastic little lip-ornaments, to a gigantic statue (revealed on pages 40 and 41) of Coatlicue—Goddess of Earth and Death. (Continued on page 81)

CONDÉ NAST ENGRAVING

The Betrothed

by Abraham Angel

in the great Mexican exhibition at The Museum of Modern Art

A crush, but considered a desirable crush, is any first night at The Museum of Modern Art. Last month, the Mexicana opening packed them in

New York's favourite opening nights

—The Museum of Modern Art

These familiar faces, painted by Miguel Covarrubias, belong to clockwork first-nighters who elbow politely, discuss Art in ten tongues. (There's a key on page 76)

HORST • CONDÉ NAST ENGRAVING

Stars of "Keep Off the Grass"

These three are the backbone of the galloping new musical comedy, set in Central Park, played in the pungent vernacular of New York. The parody, "Rhett, Scarlett, and Ashley," is a rich mixture of Ilka Chase's calmly acid satire, Jimmy Durante's earnest toughness, Ray Bolger's gangling goofiness

FIRST LADY...PERHAPS?

The wives of some of the candidates range from "Little Helpmate" to "Lady Bountiful," according to the political formulas

By JAY FRANKLIN

WHEN the Electoral College unanimously elected George Washington as our first President, they did not first send a delegation to Mount Vernon to scout Martha's availability for the job of President's wife. That was considered exclusively the business of the Father of Our Country.

All that the free farmers and mechanics who hurrahed for General Jackson knew about Old Hickory's storm-and-strife was that he had once killed a man for slandering her. Mary Todd Lincoln in the White House was a headache, but it was not until that ardent Prohibitionist, Lucy Hayes, held the famous White House reception at which—to quote Secretary of State Evarts—"water flowed like champagne," that American politicians began taking the First Ladyship seriously.

To-day, it is an axiom of American politics that a candidate is no stronger than his wife. Every man who is considered "available" for the Presidential nomination in either party is measured by the pitiless yardstick of whether his wife would look well in the White House. Whether the wife falls into one of the accepted categories of the publicity men—"Devoted Wife-and-Mother," "Little Helpmate," "Lady Bountiful," or "Rugged Individualist"—is immaterial. She must qualify for the job.

This year's would-be First Ladies prove, however, that it is difficult to label the American woman, even in politics. Looking them over in the paddock, it is safe to say that there has seldom been a wider choice, since the Byzantines held contests for the post of Empress. Take, for example, the wife of Thomas E. Dewey, New York's racket-busting attorney who is burning up the prairies, and the G. O. P. politicos, in his race for the White House.

FRANCES Hutt Dewey falls pretty definitely into the "Devoted Wife-and-Mother" class. Like her husband, Mrs. Dewey was trained as a singer. She took a prominent part in her high-school Glee Club and dramatic society at Sapulpa, Oklahoma, where the local Kiwanis sponsored a concert to finance her trip to New York for an audition with a fashionable voice-teacher.

The next time Frances Hutt returned to Oklahoma, it was as Eileen Hoyt, a star of "George White's Scandals," and this time she completely wowed 'em in the cottonwood-belt. Meanwhile, singing in New York churches, she met Thomas Edmund Dewey, a Columbia law student earning his tuition as a soloist in Methodist choirs. She has since reported that on first acquaintance she found him "extremely egotistical," and his first love-letter to her was couched in legal language more appropriate to a discussion of torts and leases than to middle-aisle-ing.

To-day, Frances Hutt Dewey devotes herself almost entirely to the social and domestic side of marriage to a public figure. She spends much time with their two sons, aged seven and four; she plays a fair game of tennis, and is, according to friends (and to the rubric of Republican publicity), an excellent cook, good at tasty snacks and simple viands alike.

Now, with the will-o'-the-wisp of the White House before them, Mrs. Dewey is thoroughly wrapped up in her husband's career. She reads extensively on politics, economics, and sociology; she entertains frequently, and is not unnaturally anxious to accompany her youthful husband on the speech-making junkets which constitute his education in terms of the United States and the American people. In Washington, the decorative Mrs. Dewey is already lushly typed as "another Dolly Madison."

ON the Democratic side, there is another potential First Lady whom Washington has also pigeonholed as "Devoted Wife-and-Mother." She is Frances Witz Hull, the distinguished wife of Secretary of State Cordell Hull. Although the Hulls have no children, she still retains her right to this classification, since her wifely and motherly attentions are centered entirely on "the Judge," as she calls her tall, white-haired husband.

In fact, Mrs. Hull's anxious care of the Secretary of State's health and happiness is famous in Washington. She often sends their official automobile to carry him the few blocks between the State Department and their hotel suites. In her own words, Mrs. Hull has "made a career of looking after my husband."

This close relationship has an amusing corollary. Friends of the Hulls—and they are legion in Washington and in Virginia and Tennessee—take particular delight in the fact that Mrs. Hull is forever striving to curb "the Judge's" famous asterisked linguistic acrobatics.

Frances Witz met Cordell Hull years ago in Washington when he was a young Tennessee Congressman. Since their marriage in war-time Washington, she has made his life completely her own: she has accompanied him on all of his diplomatic trips, and has probably tea-ed and talked with more foreign dignitaries than any woman in Washington.

Last year she was awarded a medal for "distinguished citizenship" by her Alma Mater, Mary Baldwin College. Though a gracious and popular hostess, Frances Hull's quiet distinction forbids undue familiarity, and few of her many friends in the Capital refer to her as anything but Mrs. Hull.

Easy leader of the "Little Helpmate" class of would-be First Ladies is Kathleen Timolat McNutt, wife of Federal Security Administrator Paul V. McNutt, he of the platinum hair, the smiling lips and the unsmiling eyes. She has served as hostess throughout McNutt's St. Vitus progress, through American politics as Governor of Indiana, Governor-General of the Philippines, and now as Cabinet-rank Washington official. (Continued on page 75)

Diary of an American in France

The fortitude of refugees, soldiers, and relief workers just before the invasion

by Margaret Case

"Somewhere in France"—
Princesse Guy de Polignac and Mlle. de Miramon

Filling baskets for soldiers—
Mrs. James Corrigan,
Marquise de Talleyrand

Mobile ambulance—Madame André Dubonnet
Comtesse Ladislas du Luart

(Editor's Note: Since this article was written, the French relief activities to which it refers have become even more urgently needed. Before the German invasion, the number of refugees in central France was approximately 1,000,000. As we go to press, the figure is nearer 5,000,000; and the need for help is proportionately, tragically, greater.)

APRIL 10th: It is possible to come to Paris and not see much that is happening in France. You can buy Suzy hats, Schiaparelli perfumes, Lelong clothes; you can eat at Maxim's, and stay at the Ritz. Beyond sand-bags, *abri* signs, uniforms, curtailed menu cards, and an occasional waiter saying "No liquor served today, Madame," you might fail to comprehend the extent of the sacrifices being made behind the lines. But you sense the undercurrents, the difficulties; you catch on the faces of your French friends the wearing result of restrictions. The life of every human being in France has been affected. But nobody complains.

I left Paris to visit one of the sections where the *évacués* had been settled. On the day the Germans marched into Poland, 150,000 people in Lorraine alone, whose houses were in front of the Maginot Line, were ordered to leave in twenty-four hours. Many had to walk fifty miles to a railroad; others rode in solid lines of carts. Priests, nuns and mayors accompanied their communities. They slept by the roadside, and carried their bedding, kitchen utensils, clothes —most of which they were forced to leave behind when they boarded the trains. The privation and suffering were intense; babies were born, old people died.

Four and five days were required to reach places of safety, weeks to resettle families. The once well-to-do Strasbourgers are now crowded into abandoned barns, cellars, lofts, and dilapidated houses in the Charente—one of the poorest departments. Alsatian *évacués* actually are spread throughout eight other departments, but their story, multiplied by 450,000, is the same.

Confolens, a town of 2,500, has 400 good citizens of the town of Bitche billeted with them. On one of the meaner streets, I was taken into a damp, cold, stone-lined cellar. An old rosy-faced woman and a young girl were seated on boxes beside a small iron stove. The stove had just arrived, and there was rejoicing that now they could have heat and cook their own food. Two thousand more stoves were on their way, our guide said, bought with American dollars.

A. F. F. PHOTO

Loading a camion – Mrs. Noel Murphy, Miss Anne Morgan

SCHALL

The Marquise de Polignac organizes "foyers"

In a stable nearby, we found a mother with four children. The room was little more than a huge bed—a mattress of straw on wooden legs. They were considered fortunate; thousands still have to sleep anywhere. In what was once a coal cellar were a young mother and two tiny children. Carrying a heavy pail of water from a pump blocks away, she smiled and said how grateful she was for the money given by the Government. Each mother receives ten francs a day; each child under fourteen six francs, and the older ones ten francs. But food is very expensive. We called on several other families, all in makeshift quarters: eight of various ages in one room; sometimes two families or more settled in a single room.

Most of them are the families of soldiers. A boy of fourteen said that his father was in the infantry. His mother interrupted him and said, "Tell her that though I speak only German my heart is French. Ask her when she thinks we can go back to our house in Moselle." I thought of the communiqué in the Paris *Herald* that morning, "Heavy shelling in the Moselle sector, now 'No Man's Land,'" and wondered when.

We saw three other types of organized relief work. In a vacant field, a beaverboard "*foyer*" was being built—a little community hall where these aliens can gather, speak their own *patois*, keep some identity as a people. In Poitiers, a maternity hospital is run by Moselle nuns in black robes and sharply peaked starched veils. And a "vestiaire"—a storehouse—is in a château, a fantastic jumble of utilitarian objects in a background of grandeur: straw cribs piled high under gilt ceilings, flannel dresses on Louis XIV. consoles, children's garters hung on ormolu clocks.

This whole relief situation has been handled by the French with wonderful spirit. Everybody has tried to help. The Secours National has succeeded in placing social service workers and organizations in almost every refugee center. The difficulty has been to get supplies. Every plant, foundry and factory of the nation is being used to supply the Army. All cotton goods are needed for the soldiers' underwear; sheets, pillow-cases, bandages for the wounded; and fabric for airplanes. Extra beds and those on order were commandeered for hospitals. Most doctors and nurses are mobilized. The immediate needs of the évacués are beds, shoes, yardgoods, sewing machines and medicines.

And what is America doing? The American Friends of France have taken over a district in one of the nine departments. Miss Anne Morgan, a distinguished worker in the last war, went into immediate action. Her committee has a field force of fifty doctors, nurses, welfare workers, and volunteer drivers centered in Bellac in the impoverished Haute-Vienne, caring for about sixty thousand human beings scattered over sixty-five villages which are barely able to sustain their own inhabitants. In the fighting areas of the North, Miss Morgan's group maintains five centers ready to help send other refugees to safety. So far, this is the outstanding expression of Franco-American sympathy.

In Chateauroux, I talked to a famous American doctor from Paris, with a South Carolina accent, who has set up a small, well equipped hospital paid for with money from the United States. As there are no means of communication, his two medical assistants cover outlying territories, visiting the sick, driven by women chauffeurs from the American hospital in Neuilly. One began to realize that this is perhaps the greatest need of all—the need for nurses in small cars, laboratory trucks with X-rays and doctors, dental clinics.

Before returning to Paris, we stopped to have tea at one of the Social Service Stations. A French Baroness and a woman in a British Motor Driver's uniform joined us. The Baroness was young, distinguished, the daughter of the leading iron manufacturer of France, from Alsace-Lorraine. She had worked tirelessly, not sleeping for five days while she helped evacuate her neighbours, coming down to work for them in Cognac. While we were there, the radio began describing the arrival of the Germans in Copenhagen. Suddenly the motor driver stood up and said, "It is too much," and left the room. "She is a Dane—her son was killed in Finland last month," some one said. There was a silence. After a while, the Baroness said to me, "Please tell the American Committee how grateful we are for the ten sewing machines. You will never know what a godsend they are. Some of our women can now occupy themselves making their own clothes." (Continued on page 83)

JAHAN

Mrs. Henry S. Downe counting supplies

She's going to have a baby

Janet Gaynor's wardrobe

JANET GAYNOR IN HER DINING-ROOM

HER baby will be born this summer—yet Janet Gaynor manages, almost miraculously, to keep her small, piquant look. Crisp, flaring jackets above slim-looking skirts are what she wears. They were thought up by her talented husband, Adrian, who is famous for creating glamorous screen costumes. Expert on line that he is, he realized that any one as tiny as his wife could easily look overpowered by pregnancy. By cutting her jackets so that they flare equally at front and back, he gives her a balanced silhouette.

Mrs. Adrian loves these jackets and wears them constantly. She has variations in taffeta, and in starched piqués. She wears them around the house or working on their miniature farm, she wears them in town shopping, she wears them with long skirts at night. She is particularly fond of the mulberry crinkled taffeta jacket and long, prune-coloured sheath for evening, shown left. For day, checked gingham taffeta, with flowers from her garden in her hair.

This silhouette is young and flattering—and much of its success depends on a slim-looking skirt. Mrs. Adrian discovered wonderful skirts at the May Company in Los Angeles, that are cut out over the abdomen and, therefore, cling normally and narrowly around the knees. They can be found at Best and Company in New York.

STARCHED PIQUÉ JACKET FOR THE FARM

MR. AND MRS. ADRIAN

... Her husband, Adrian,

LUIS LEMUS

designs all of her clothes

JANET GAYNOR wears this stiff, crackling paper taffeta jacket to keep the illusion of her diminutive silhouette while she is having a baby. It is in a fresh blue-and-white check, with a little boy's bow-tie. It was designed by her husband, Adrian. The bracelet, with two extraordinary pear-shaped topazes, was made by the newly important jeweller, Laykin, who is in I. Magnin's Los Angeles shop.

THE WENDELL WILLKIE

HORST

WENDELL LEWIS WILLKIE

An unofficial presidential possibility, Wendell Willkie—with his spectacular energy, his bigness, his flaying mind, his willingness for spontaneous cracker-box debate—has suddenly become enormously important to the American public

OUT of the turbulence of the last few months, there has darted a big fighting man, Wendell Willkie. His unorthodox candidacy for the Presidency has been blown up by no campaign, by no party organization. He is liked by some of the conservative Democrats, for Willkie was a Democrat until 1937. He is liked by some of the Republicans, for the liberal Republicans consider him one of themselves. But nobody knows what will happen—and least of all Wendell Willkie, who is directing the excitement either from his office at 20 Pine Street, overlooking the United States Sub-Treasury, or from his home at 1010 Fifth Avenue.

At home, where he lives with his wife and son, he has peace and conferences; at the office, conferences and excitement. In the middle of all there is always Willkie, with his feet either dangling over the side of a chair or up on a desk. He is a big handsome man of forty-eight, with sharp electric blue eyes that have pin points of light in them. He has the warmth, the touch of the common people, the ease of a salesman, a mobile wit, a vigour that crackles, and a rich voice with almost no accent—and that bit Hoosier. His face looks as though it were carved out of monumental stone, but his smile is the smile of Elmer, warm, and sudden, and real as a bite of apple.

Mr. Willkie is confusing to many people—for he is a combination forceful lawyer, forthright Indiana farmer (owning, running, but never living on his five corn and hog farms), common sense citizen, magnetic character actor, and honest big businessman who has been running since 1933 the rich and powerful public utility company, Commonwealth and Southern. (In the past seven years he has managed to "double its power sales and halve its rates.")

Politically he stands for the curbing of excessive power in either the hands of big corporations or in the hands of big governments, for the characteristic of the American government, he believes, is the limitation of the power of government. He is especially against government "depending on the caprice and favour of a few men." His major stand was in his fight over TVA. But he also stands for reciprocal trade treaties and the principle of the Hull Trade Agreements. He stands for revising the spending and the tax programs; for the principles of the business laws put through by the New Deal, but with greater and far more specific checks on the people who administer those laws. On the foreign policy, he stands against the isolationists, for he has announced that "we *do* have a stake in the continuance of the French and British way of life."

But to Mrs. Willkie, Mr. Willkie is an open book.

FAMILY

By Allene Talmey

She knew him when she was Edith Wilk and he was a fighting liberal (it annoys her to have him called a campus radical) at the University of Indiana. Small, with wavy grey hair, light blue eyes, pretty teeth, and a nervous gay smile, she is fragile and pastel, with a light voice and quick gestures. She was trained as a librarian. Now her interests lie in political history and in philosophy, but mainly in her husband and in her twenty-year-old son.

They live in the comfortable, conventional apartment to which they moved eleven years ago. Their living-room might be anywhere in the United States, looking no more like a New York room than it does like one in Maine, or Ohio or California. Ringed with books, sets of biographies and encyclopedias, it is a white room dominated by a large seascape, painted by Frederick Waugh, Mrs. Willkie's favourite painter (she visited the galleries fourteen times before she bought it) and by two large photographs, one of them in colour, of Mr. Willkie. These are there against his protest. It is a pleasant room. Some twenty magazines lie on a long table, and a card table is always set up. This is for the game of rummy the Willkies are always about to play. More often it is ready to be spread with books—a place for a boy to do his homework, a place for Mr. Willkie to write the magazine articles he has been doing this year, the book reviews he does occasionally for the *Herald-Tribune,* but most of all, a place to write his speeches which frequently show his Lincolnian gift for plain speaking and the noble phrase.

When Mr. Willkie comes home from his fresh political binges these days, Mrs. Willkie (like a pilot fish) manœuvres him to comfort. When he has his photograph taken, she watches carefully, worrying about his rumpled hair and his clothes in an utterly delightful way. His clothes, incidentally, are not sloppy —they are simple, a trifle baggy, and they run to blue serge suits.

But it is at his office, with its present smouldering excitement that Mr. Willkie has watched the snowball of his campaign roll up. There come the photographers, the newsreel men, the chain interviewers, the telegrams and letters and the sweep of invitations. One afternoon, Fred Rahter, his male secretary, who regards his employer with the hard-boiled pleasure with which a prize-fighter's handler regards a champion, spent forty-two dollars just saying no to invitations.

The office is a square blank room, with two large paintings, once used for advertising refrigerators. His table is piled with magazines and reference books and mystery stories. In his book- (Continued on page 76)

BAKER

HIS SON, PHILIP

MR. AND MRS. WILLKIE

HORST

MRS. WILLKIE, WHOSE INTERESTS ARE HER FAMILY AND POLITICAL HISTORY

Shoes in

DE MOLAS

Enter: Stocking-coloured suède sandals.
Reenter: Red kid, linens, tricolours.
Remaining: Opera pumps, sandals, wedges.

1. Black linen opera pump designed by Newton Elkin. Lord and Taylor
2. Red kid strap shoe—with a non-scuffable heel. From I. Miller
3. Stocking-coloured suède sandal. Delman shoe. Bergdorf Goodman
4. Red kid sandal with crossed straps and a cut-out wedge. From Russeks
5. Low-heeled "Troika"—blue suède. Padova shoe at Saks-Fifth Avenue
6. De Busschère play shoe, from Belgium. Imported by Henri Bendel
7. Tricoloured rayon satin. Daniel Green mule at Stetson Shoe Shop
8. White suède step-in—the toes punched for coolness. At Shoecraft
9. Red suède sandal—with tunnel-wedge. From Lord and Taylor
10. Low-cut red suède shoe. Palter DeLiso design. At Bonwit Teller
11. White suède and blue calf step-in with fringed tongue. Walk-Over
12. Red-and-white kid sandal built up on a high wedge. Andrew Geller

Summer Scenes

1. The famous favourite "Loafer" play shoe—red calfskin. Altman.
2. A spike-soled golf shoe of white reverse calf, tan-wedged. Shoecraft.
3. A moccasin for play, of brown calf and white suède. Lord and Taylor.
4. A play shoe of orange-red shantung, piped in blue. Bloomingdale.
5. An Oxford of natural pigskin, crêpe-soled. On the smartest feet in Palm Beach this winter, on the smartest feet this summer. Altman.
6. A country moccasin of reverse calf—pure white all over. Jay-Thorpe.
7. A Roman sandal—the flat leather sole is shaped to the foot, long red kid thongs can be laced high up the leg. From Lord and Taylor.
8. A beach sandal—navy-blue, wooden-soled, suspension arch. Macy's.
9. A play shoe of red capeskin, with blue platform sole. From I. Miller.
10. A crêpe-soled Oxford, white reverse calf, soft toe. Frank Brothers.

Enter: Natural pigskin, gay shantung.

Reenter: Side lacing; pipings.

Remaining: Moccasins, brown-and-white

SHOPS IN OTHER CITIES HAVE THESE, SEE PAGE 74

Bowling Green—it's New York's oldest park. Bowling-green—it's New York's newest spark in accessories. Brilliant green—to team with black town clothes, country whites, evening clothes—like emeralds in your wardrobe

Left: Bowling-green for a Criterion belt on a box-pleated dress of black shantung; on the brim of a black snood. Both; Bonwit Teller. Right: Bowling-green jacket, Joyce shoes, with a white silk crêpe dress. From Bonwit Teller

ENTER...

..BOWLING GREEN

Bowling-green chiffon stole-shawl and satin shoes, worn with an ankle-length ballet dress of coarse white net. Germaine Monteil design. Bonwit Teller; Bullock's-Wilshire; Ransohoffs. Palter DeLiso wedged slippers; Bonwit Teller

KARGER-PIX

TOWLE'S "OLD COLONIAL" FLAT SILVER

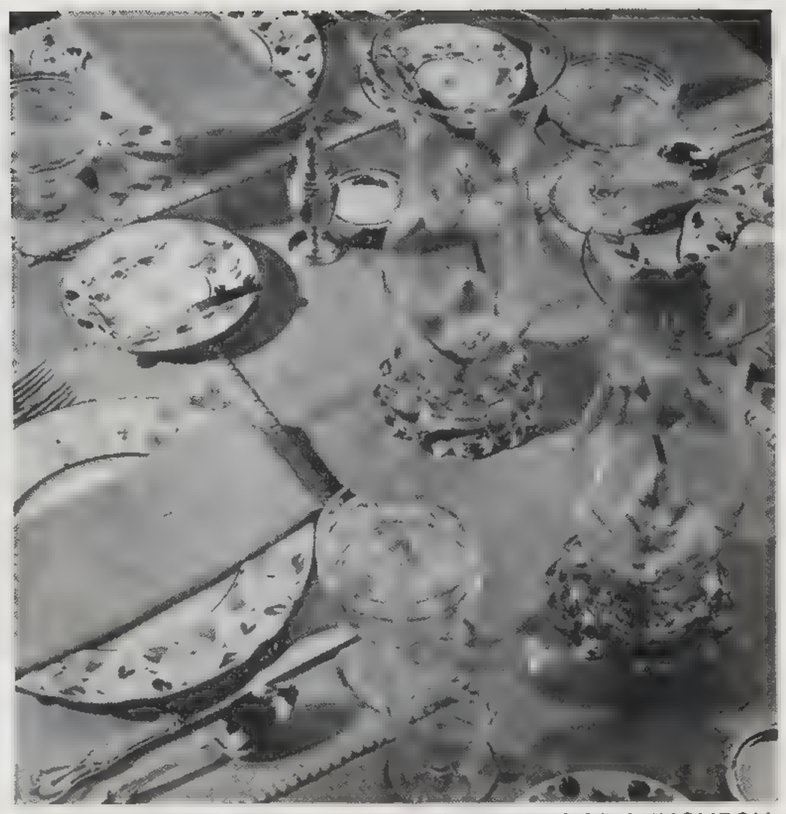
Breakfast with Father

Howard Lindsay and Dorothy Stickney, the Father and Mother of "Life with Father," are photographed for Vogue with the members of their celebrated family, amid the trappings of a Victorian breakfast—set with silver of the same pattern as that which appears with equal harmony on the modern tables on the opposite page

SILVER ENCORES

Silver patterns that starred in the good old days play a return engagement

ONE of the sterling actors in "Life with Father" is the silver that has been featured in Heaven knows how many breakfast scenes. Now you see, in the photographs on this page, the identical silver pattern that is used in the play (shown on Father's table, opposite), and a second pattern of the same era, playing their rôles in modern settings, giving the same sound performance they did some forty years ago when they first made their débuts. The conclusion being, of course, that a good design always turns in a good performance whatever its background.



HURRICANE FLOWER-HOLDERS FOR OUTDOOR LUNCHEON

The sterling silver on the al fresco luncheon table (above), for example, is Towle's "Old Colonial," the same that appears on the "Life-with-Father" table. Hurricane-holders protect the dark purple tulips from breezes; Mayhew Shop. Green-patterned plates and English glasses; English Antique Shop. Linen mats and chartreuse napkins to order from the Federal Hill Industries in Providence.

The dinner-table, at the left, below, presents a dramatic background for summer dining, in blue and gold. Leaves of gold thread pattern a trellis on the cornflower-blue cloth, and the glazed pottery plates have a formal motif of gold tracery. Little golden shells hold the butter, and the candlesticks repeat the crystal gleams of the Pairpoint glasses. At each end of the table, gardenias are magnified inside a huge crystal bubble. All of these are from the Mayhew Shop. The silver on this table is Towle's "Old Newbury" pattern. In the lower photograph at the left, you have a close-up view of the two sterling silver patterns starred in the scenes on these pages.

CRYSTAL GLOBE OF GARDENIAS FOR SUMMER NIGHTS

MARTIN BRUEHL

TOWLE'S "OLD COLONIAL"; "OLD NEWBURY"

As to summer fare, we will ask for no encores in the way of Victorian menus, thank you. For if Father were lunching on a June day in the 'Nineties, he might have been served a light snack of fish balls, followed by braised beef, boiled corn, a lobster salad, and green-gage tarts. And a typical summer dinner sounds more like a museum piece than a meal, including, as it might, clams, consommé, bluefish, curry of lamb, woodcock, chicory salad, Charlotte Russe.

For modern tables, we suggest some menu performances in the modern manner. A perfect first course at the summer lunch table would be cold Vichyssoise (rapidly becoming a summer institution); then, soft-shelled crabs, amandine, with wilted cucumbers in sour cream; asparagus vinaigrette; and lime-ice with strawberries soaked in kirsch. Dinner on a warm night might start with strained borsch and progress to a masterly bœuf à la mode, served cold (a dish that men acclaim), accompanied by small new potatoes and *zucchini*. The salad of tossed mixed greens might have bits of anchovy fillets cut up in it or mixed in with the French dressing. And dessert might be a bombe of pistache ice-cream with chocolate leaves.

Meant for summer moonlight

TONI FRISSELL

Above: Photographed in old Charleston, city where shadowy lawns, white-pillared houses, and beauties in romance dresses are traditional—a white silk organdie charmer. It's tucked like a christening robe, pinned with red roses, and buttoned with glimmering pearl studs. A dress for Long Island's "little season" or any moon-and-waltz evening. Jay-Thorpe

Opposite: Alighting from a long-ago victoria to the steps of the house where Thomas Heyward entertained George Washington—a dress to which they might have murmured compliments. To the wide skirt, the tiny waist, the frail white silk marquisette shadowed with lace. Dress from Bergdorf Goodman. Victoria: courtesy of the Charleston Museum

Old Charleston, new charm

Button

Right:
Buttoned tennis dress,
white rayon sharkskin.
Separate shorts beneath. $15.
Abercrombie and Fitch

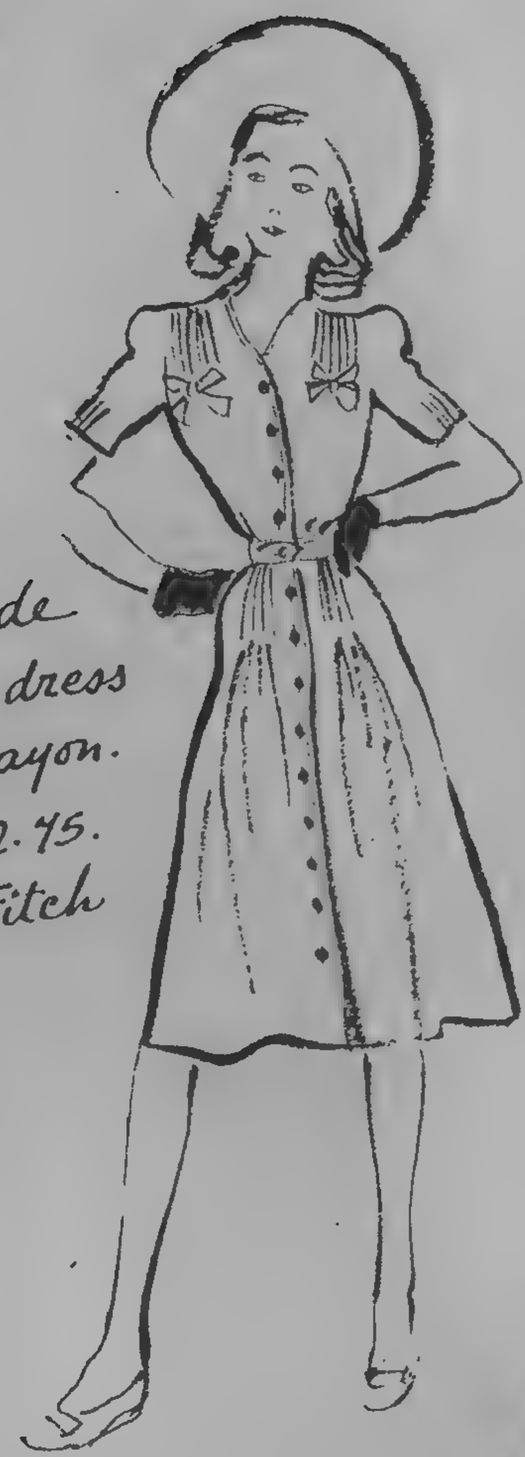
Above: Gilt buttons
file down a dress of
white Celanese rayon jersey.
$22.95. Saks-Fifth Avenue

Above: Gilt buttons shine
in the light of the moon.
Red-banded grey dress
of linen-and-rayon. $25.
Kalmour design at Best

Right: Button-up skirt,
play-suit of white linen.
Nautical blue braid.
The outgo - $19.95. Best

after button

Above: Buttons and bows on an afternoon dress of white-flowered brown rayon crêpe. $39.95. Rose Amado



Right: Buttons on parade down a looking-on dress of blue Celanese rayon. Yours for $22.75. Abercrombie and Fitch

Right: Buttoned bathing-suit, ballerina-skirted, of white rayon. $8.95 at Russeks

Right: Buttons on the beach — Everfast cotton; Early American print. Yours for buttons — $7.95. Best has it

Crazy with the heat

EUROPEAN

TRIUMPH OF READING MATTER OVER GREY MATTER

MAMA, mama, what is that, hanging down that lady's back? *Sh,* dear. That is just the *Saturday Evening Post.* The lady is using it to ward off the sun, which is very bright. The lady isn't. She said to herself, why, it's such a perfect day, I'll leave my hat at home.

Look us in the eye, ladies. Are you, too, Hatless and Harried? Do the sad sights on this page remind you of you? Or of the day you sunburned your nose, and your best beau said you looked like W. C. Fields? Of sunstroke and green spots before your eyes and haystack hair administered by the too lovely sun? If so, *tchtchtch.*

Or are you Hatted and Happy? Like the sun-shielded quartet opposite, pretty, non-squinting, and exempt from the dead-halibut masculine eye? (Richard Glendinning, editor of the Dartmouth college paper, protested in an open letter to fashion editors, "We want a *girl*cott against girls who boycott hats.") If so, we will pin a blue ribbon on you. Right to the brim of your hat.

FOX

NOSEGUARD MODEL OF SILVER FOIL; EYELIDS TO MATCH

EUROPEAN

HIS HAT IS AN OPEN BOOK

KEYSTONE

NEW AS THIS MORNING—THE LATEST EDITION OF THE NEW YORK TIMES

...and

TONI FRISSELL

smart under the sun

Here's how to take the sun. In becoming hats, not in ball-park makeshifts. Here's how to get the men's nod. They can admire your eyes without worrying whether the sun's in them. And no columnist can write, as one did, "Miss X would be among the best-dressed—if she'd wear a hat."

First: Profile hat of green felt, $15. Lord and Taylor
Second: White Tish-u felt; $5.75. Bonwit Teller; J. L. Hudson
Third: Red-and-white cotton hat; $12.50. Saks-Fifth Avenue
Fourth: Tilted green felt hat; $16.75. Saks-Fifth Avenue

BLACK STAR

LADY THORNTON TAKING OFF. (TALBOT HAT, PRINT DRESS; SAKS-FIFTH AVENUE)

Lady Thornton with

EVERY one wants to travel light these days. No mountains of trunks—unless you're a movie star. Forty pounds of luggage, says Lady Thornton, will take any woman anywhere. And she ought to know. In three months, she has covered 40,000 miles of America—New York to San Francisco, Vancouver to Miami. As an executive of a great air-line, she limits herself to the forty-pound requirement—but her system is applicable to any travel.

With three bags, any one is equal to any clothes situation, she assures you. Years ago, when she lived in Europe she used to watch with dismay three men tote her trunks and bags through Charing Cross, the Gare du Nord, and many another smoky terminal. Now with one bag in her hand, and two in a porter's—she goes anywhere, never getting caught without the proper clothes.

Her technique is simple. She takes off in a thin wool suit or wool coat and printed dress. She often wears white gloves and accessories. No soot or smoke in to-day's travel. Wool is welcome in cool, high altitudes, but the coming temperature-regulated strato-liners will change even that. Over her arm, she carries a brief fur jacket. For evenings. For sudden cool gusts.

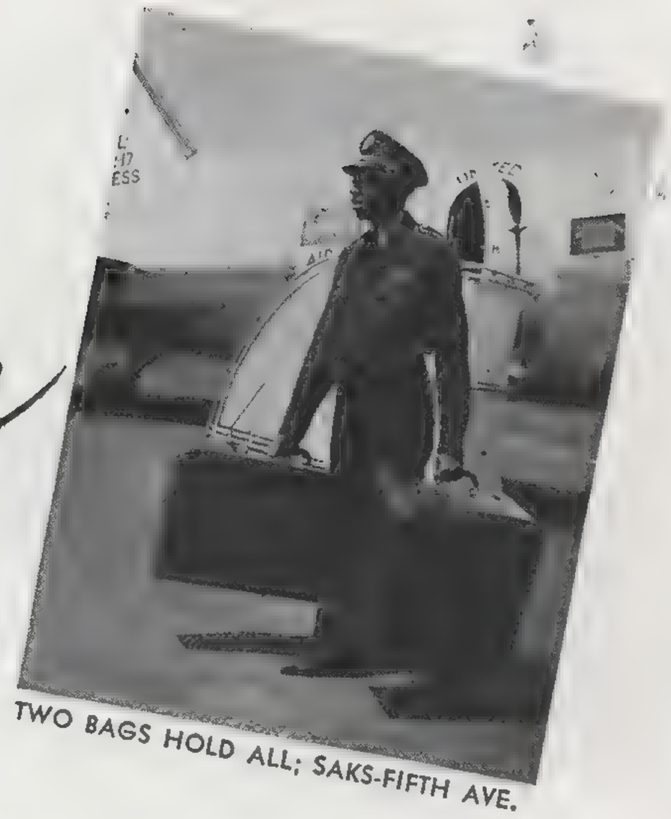
One feather-weight suitcase (7 pounds when empty) holds her clothes. A hat-and-shoe box (7½ pounds) holds shoes, hats, lingerie, accessories. Always, she clings to one basic colour scheme. Currently, blue and white and fuchsia. And here are her requisites—at the right you see costumes similar in type. A jacketed evening dress—convertible into dinner or full dress. Two silk day dresses: one plain, one printed. A three-piece sports outfit. A bathing-suit. A dressing-gown, tailored as a man's—Lady Thornton has a foulard one which she wears over bathing-suit or night clothes.

Three pairs of shoes besides the walking ones she wears: evening, sports, and town. Small turbans that are easy to pack. And in her overnight case: dressing-gown, night clothes, mules, jewellery, and cosmetics—bottles not quite full, so that they won't leak aloft.

Dressing-gown of striped rayon. $12.95. Saks-Fifth Avenue

Blue fox jacket for day or night. $295. Lord and Taylor

flew 40,000 miles 40 pounds of luggage

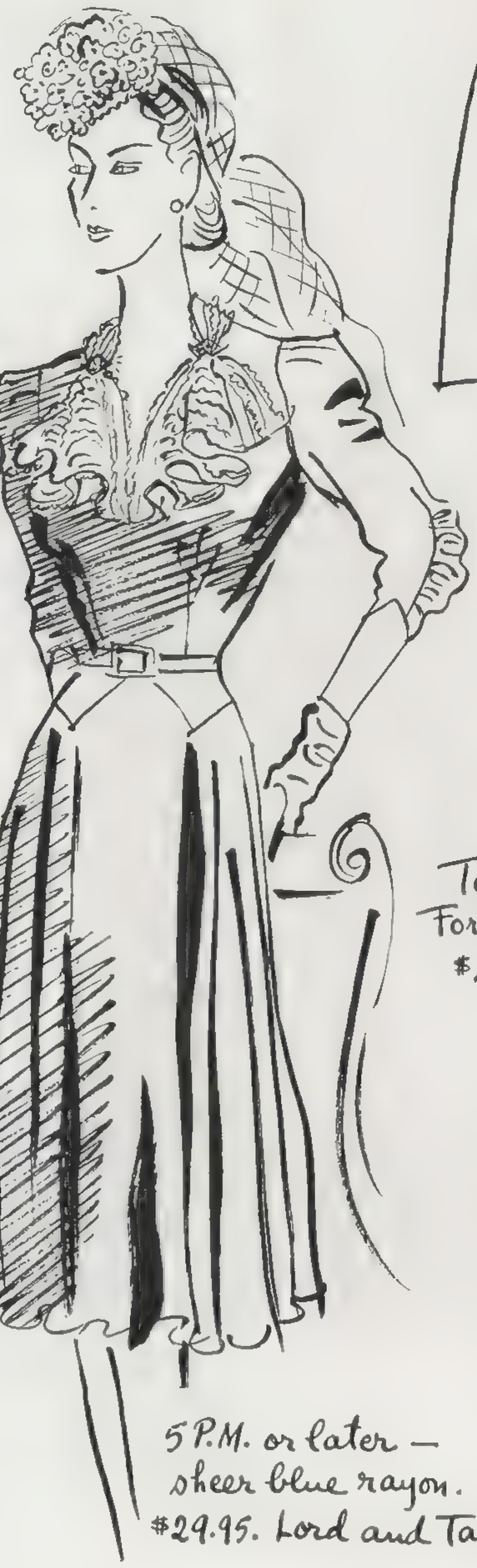


TWO BAGS HOLD ALL; SAKS-FIFTH AVE.

To set out in —
Forstmann grey cashmere coat.
$49.95. Saks-Fifth Avenue

Narcissus toque.
$10. Lord and Taylor

Printed crêpe costume.
With jacket - for dinner.
Minus jacket — for evening.
$39.95. Lord and Taylor



5 P.M. or later —
sheer blue rayon.
$29.95. Lord and Taylor

White crêpe turban.
$10.95. Peck and Peck

ANDRÉ DE DIÈNES

ALL COSTUMES; JAY-THORPE. FOR OTHER SHOPS, SEE PAGE 74

Under twenty —

Be among the first, these evenings, to dine on the new outdoor balcony of LaGuardia Field's Kitty Hawk Room. To have cold drinks under the stars and search-lights. To try your Congas and rhumbas on the compact dance floor. In jerseys like these: First: Red-and-white Enka Rayon blouse, white skirt. $19.95. Second: Columnar white dress, its waist shirred with "Lastex," one of the new shawls. Celanese rayon jersey. Together; $19.95

New jerseys under $20
for you who are under 20 years

Be among the first to lunch in the new ladies' dining-room of the up-to-now sacrosanct Yale Club. (Yale relatives can arrange your membership.) To meet friends, in jerseys like these: First: Front-fullness dress of black rayon jersey, almost chiffon-weight. $19.95. With it, a natural straw hat. $10.75. Second: Draw-string dress of banana-beige Heller rayon jersey. $15, and it's yours. The hat, a huge black straw cart-wheel. $10.75

minimum $$

To slip in and out of all summer...
to toss in the tub again and again
...to fill up gaps in your wardrobe...
to acquire for a mere summer's song
(so you might own several of them)
—the crisp little dresses shown here.
They'll repudiate the heat of town;
some will go to the country, too.

LEFT: Brown-and-white Glenurquhart plaid for this blouse and skirt of crisp rayon. Together: a mere $10. From Bonwit Teller

ABOVE, FIRST: Brown linen dress and bolero, comfortingly non-crushable and colour-fast. Tariff: $19.95. You'll find it at Wanamaker

SECOND: Brown-and-white spun rayon print, very tubbable. $14.95. At Lord and Taylor

RIGHT, FIRST: Simple dress of blue-green spongy linen, to go right up till Labor Day. (Nice for country, too, with white accessories.) $12.95. From Lord and Taylor

SECOND: Gay red-and-green checked seersucker dress topped with a snug, collarless green linen jacket. The total for both: only $16.95. From Wanamaker

maximum TEMP.

ABOVE, FIRST: Classic navy-blue shirt-waist dress of linen-like rayon, with tiny simulated moonstones for buttons. The cost: $19.95. From Grace Ashley

SECOND: Blue-and-brown checked gingham dress, with brown linen jacket. $14.95. Saks-Fifth Avenue

ABOVE, FIRST: Neat navy-blue and white voile dress, with clever diagonals on the bodice. $10.95. Altman

SECOND: Blue-and-white tiny-patterned sheer rayon, with frost-white organdie collar. A L'Aiglon dress, setting you back only $7.95. From Lord and Taylor

RIGHT: You'll wear it through all three summer months, this black rough-weave rayon dress, with white piqué collar buttoned on for easy washing. Under $13. Macy's has this

Ten against the heat-waves

SHANTUNGS

Green shantung—non-wilting, tropic standby for heat-waves. Pale, cool green silk shantung dress. $25. White toyo bonnet. Best; I. Magnin

Printed shantung—wrinkle-resisting champion. Rayon shantung in green and beige. About $23. Natural straw hat. Best; Ransohoffs

DARK LIGHT-WEIGHTS

Sheer black: count its weight in ounces. Rayon crêpe. About $30. White toyo hat. Bonwit Teller; Marshall Field

Sheer faille—to see you through until Labor Day. Black tissue faille. About $30. Straw breton. Altman; L. S. Ayres

Sheer navy blue—a leader of the anti-heat brigade. Unpressed pleats on rayon crêpe. $39.95. At Saks-Fifth Avenue

JERSEYS

Printed jersey—amiable traveller, cool urbanite. Rayon jersey. About $17. Red hat. Bonwit Teller; I. Magnin

Black jersey—June, July, and August will leave it undaunted. Silk-and-rayon shirred jersey dress. $39.95. Black hair-braid hat. At Jay-Thorpe

Cocoa jersey—eye-resting colour, dashing with dark accessories. Shirred Celanese jersey. About $30. Black straw hat. Best; Ransohoffs

PRINTS

DE MOLAS

Print—pin-neat, decorative. Red-and-white rayon dress, shawl to match. About $30. White toyo beret. Bonwit Teller; I. Magnin

Polka-dots—blue-and-white rayon crêpe dress, with spun rayon coat to match. About $50. Blue linen turban. Lord and Taylor; Marshall Field

Soft sewing: shawls, drapery

Designs for dressmaking

These shawls are for you—you whose fingers are nimble with the needle. Just above: two dresses with shawls to go along. First: A simple dress with a two-piece look. Try it of pale blue crêpe, its shawl of contrasting challis. (Wear the shawl by night, too.) No. 8758; designed for sizes 12 to 20 (30 to 38)

Second: An afternoon dress that's nice of red, white, and green printed jersey, with its draped bodice, unpressed-pleated skirt. The shawl that goes with it could be of the same fabric, with fringe to repeat one of the colours in the print. No. 8757; designed for sizes 12 to 20 (30 to 38)

Third: Drapery gives this dress a forward look—a dress that is another version of the model shown first on the page. This time its hip-yoke and sleeves are softly draped. Nice of light-weight black crêpe to wear in town, with a great-brimmed hat. Dress No. 8758; designed for sizes 12 to 20 (30 to 38)

Fourth: Side-saddle drapery—the important news you saw in May 15 Vogue—catches up the apron-front of this slim and simple dress. You can wear it for both town and country if you make it of light and dark green printed crêpe. Dress No. 8761; "Easy-to-Make," designed for 12 to 20 (30 to 38) and 40

• For other views, see page 75.

Sun Charms

AMONG THE SUMMER PRODUCTS OF LENTHÉRIC

"Three Silent Messengers": three 2-oz. flacons of Bouquet Lenthéric $1.05
Toilet Soap de luxe (A Bientôt) 3 cakes . . $1.50
Nutan (5 oz. flacon) $1.00
Bouquet Lenthéric, in new Atomizer Presentation, all fragrances . . . . $1.25 & $2.00
Tweed Bath Powder, with puff $1.50
Sunplexion Lotion (5-oz. flacon) $1.00
Bath Salts, in all fragrances (flacon) $1.50
Sun Oil (8-oz. flacon) $2.00

Lenthéric

perfumes

PARIS • NEW YORK • LONDON

Whitney Bourne's luxurious New York apartment is the meeting place of society and the arts. She spends a great deal of time in Hollywood where she follows a career in the movies.

Miss June Rothe, TWA air hostess, has learned to serve a 7-course meal—alone—to 21 people traveling at 200 miles per hour! Charm, limited weight, nurse's training are other job requirements.

Glamorous Society Actress

Top-Flight Air Hostess

BUT BOTH GIVE THEIR SKIN THIS SAME THOROUGH CARE

Miss Bourne at Hollywood's Brown Derby

QUESTION TO MISS BOURNE:

With a busy social life and a demanding career like yours, Miss Bourne, how do you keep your complexion so vibrant and fresh looking?

ANSWER: "It's a matter of regular skin care with Pond's 2 grand Creams. To keep my skin clear and glowing, I cleanse it thoroughly with Pond's Cold Cream night and morning. And, of course, before fresh make-up."

QUESTION: Aren't the sudden changes from California sun to New York weather hard on your skin?

ANSWER: "No, because my powder base—Pond's Vanishing Cream—also serves as a marvelous protection against sun and wind and weather. I always use it before make-up!"

Happy Landing at Newark Airport

QUESTION TO MISS ROTHE:

Does your appearance count very heavily when you apply for a job as air hostess, Miss Rothe?

ANSWER: "Yes—we needn't be actually beautiful, but we *must* look attractive. I give my complexion the best care I know—with Pond's 2 Creams. I use Pond's Cold Cream to cleanse my skin, help keep it soft and supple—and Pond's Vanishing Cream to smooth it for powder."

QUESTION: Does using two Creams seem to affect the way your make-up goes on?

ANSWER: "Definitely! Cleansing with Pond's Cold Cream freshens my skin. Then a light, satiny film of Pond's Vanishing Cream smooths little roughnesses and makes a perfect powder base. No wonder make-up looks better!"

June dances on off-duty evenings

Arriving for première at Carthay Circle Theatre

SEND FOR TRIAL BEAUTY KIT

POND'S, Dept. 11-CVF, Clinton, Conn.

Rush special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of Pond's Vanishing Cream, Pond's Liquefying Cream (quicker-melting cleansing cream), and 5 different shades of Pond's Face Powder. I enclose 10¢ to cover postage and packing.

Name_____ Street_____

City_____ State_____

Copyright, 1940, Pond's Extract Company

DISCOVERIES IN BEAUTY

"White Hyacinth" Cologne is Mary Dunhill's newest fragrant discovery. It is a superb duplication of this heady summer flower, cool-making and astringent

WHEN a favourite perfume house, such as Ciro, brings out an eau de toilette, you may be sure of its superior qualities. Eau de Ciro is refreshingly right-for-summer and made from precisely the same formula as Ciro's perfumes; or, at least three of them—"Réflexions," "Surrender," and "Doux Jasmin." In its handsome bottle, the generous three-and-a-half-ounce size makes a perfect gift. And, in addition, a small silk envelope sachet has been attached to each bottle, which will give your handkerchief-case, glove-box, hand-bag, or dress pocket a sweet, light fragrance.

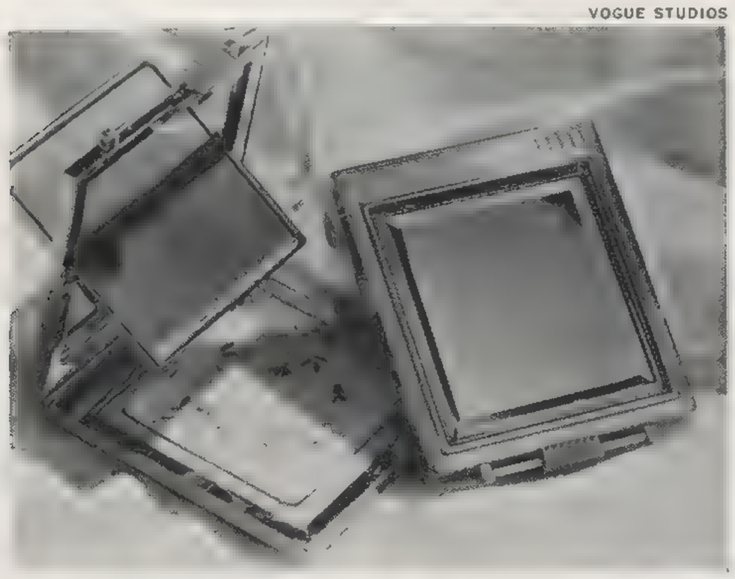
Powder presents a problem as summer gets under way. Whether you intend to become tanned or not, your skin acquires a deeper undertone, which calls for special powder treatment.

Being fully aware of summer's deepening propensities, Pond's has taken care of the situation with a range of "Rose" powders. They start with Rose Cream, the most delicate shade, and carry on through Rose Dawn and Rose Brunette to the newest, tawniest shade, Dusk Rose. We think this is pretty conclusive, and inclusive, and it might be a good idea to keep a complete "Rose" group on hand to take care of your varying summer skin.

Mary Chess' famous scented lacquer has a new dress, and a new smaller size, which is reason enough for us to eulogize one of our favourite preparations. (This is the lacquer which you paint on the inside of your bureau drawers, your closet wall, the underside of your drawing-room chairs.) It dries quickly and spreads a fragrance throughout the entire room. You may have it in Heliotrope, White Lilac, Gardenia, and Carnation, and you'll probably think of ways of your own to "bring the garden indoors." We know a lady who painted the inside of her wardrobe trunk, and several who have lacquered their hat-stands and shoe-trees.

We have thought, for some time, that cosmetic companies were extremely wise and foresighted to bring out a trio of lipstick colours. Tourneur, apparently, thinks so, too, and presents three new shades for your approval. Your lipstick wardrobe might well include "Q," a rose-coral pastel, for very light or very dark clothes; "B," a red red; and "Y," a dark burgundy, for evening.

VOGUE STUDIOS



"Mirror-Go-Round" compacts are practical fun. With revolving front and back mirrors, they afford you a clear, powder-free view; Abercrombie and Fitch

Supremely Smart . . .

Superbly Functional . . .

SeaMolds

SWIM SUITS

by

FLEXEES

Flexees . . . with skill acquired through years of corsetry . . . creates a Swim Suit that molds you to the last, lovely inch of perfection...yet leaves you free as though you wore only your own tanned skin! So, whether your ideal is an eight-beat crawl . . . or a cabana with something long and cool and tinkly in your hand... SEAMOLDS is *your* perfect suit for freedom, fun and fashion! Every important style-theme . . . from impertinent "ballet" flare to seal-sleek half-skirt maillot . . . in Lastiques woven by our own mill, in patterns that are exclusively ours!

$3.95 to $7.95

FLEXEES, Inc., 417 FIFTH AVENUE, NEW YORK

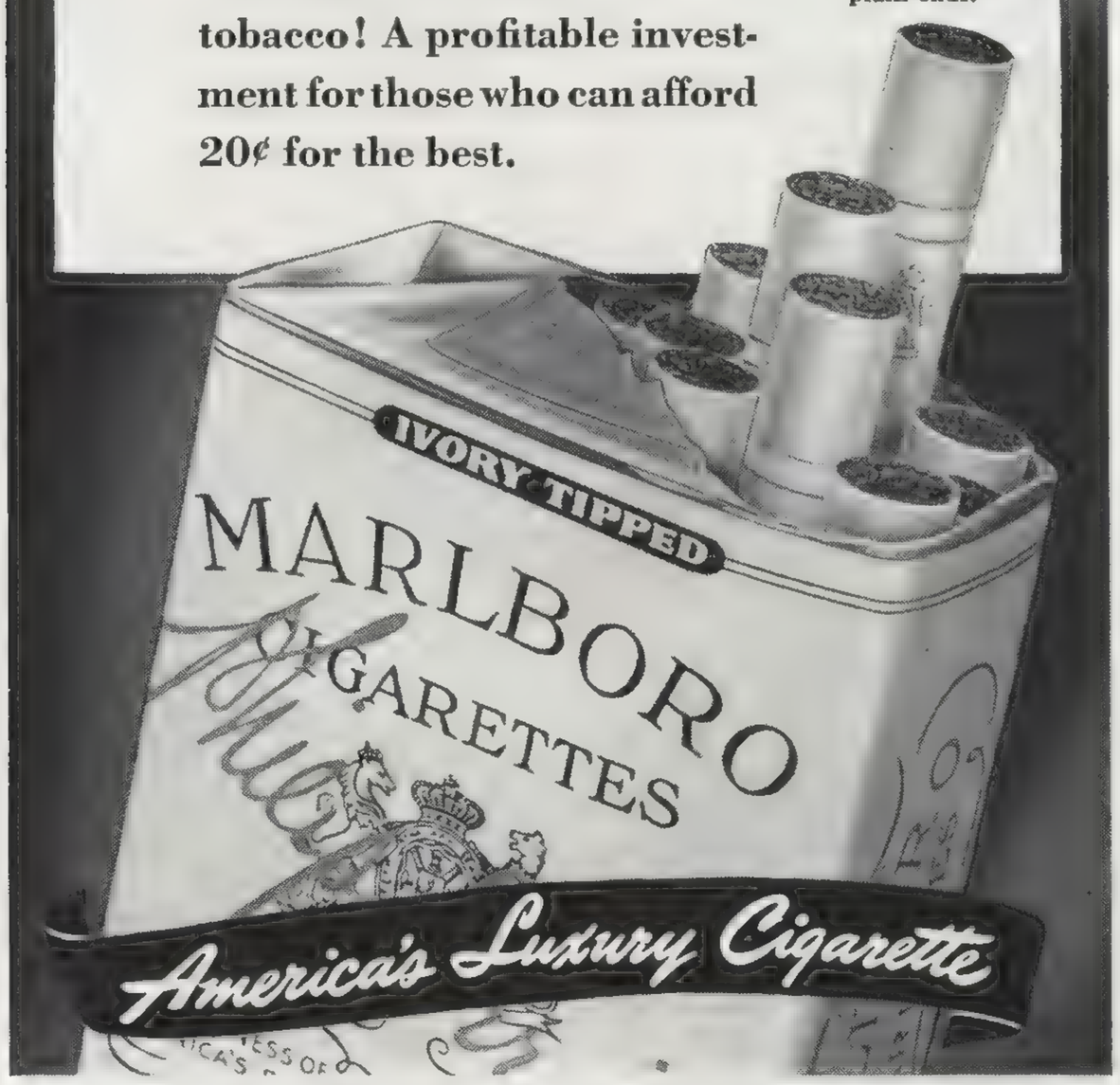
Chicago • Boston • Dallas • Toronto • London

THE SEA'S SMARTEST SWIM SUITS

INVESTMENT:

So little difference in price. So vast a difference in tobacco! A profitable investment for those who can afford 20¢ for the best.

IVORY TIPS protect the lips. Also plain ends.



A PRODUCT OF PHILIP MORRIS

RIGHT IN THE *picture* FOR TOWN

Go where you like. Do what you please. Here's an Arnold Townstyle pump that is smartly and comfortably at home in any company. It's the classic STYLIST . . . and well named, too! Write for the name of your nearest dealer.

M. N. ARNOLD SHOE COMPANY, South Weymouth, Mass.

THE STYLIST, in tan and white; black and white; blue and white.

ARNOLD *Authentics*

HERE IS A LIST OF SHOPS THAT HAVE FASHIONS SHOWN IN THIS ISSUE OF VOGUE

THE BOWLING-GREEN FASHIONS—PAGES 52-53

Baltimore, Maryland.....Hutzler Brothers Co.
Bloomington, Illinois.....Paul Anderson, Inc.
Chicago, Illinois .....Marshall Field & Co.
Detroit, Michigan ...The J. L. Hudson Company
Greensburg, Pennsylvania.....Royer's
Honolulu, T. H.....M. McInerny, Ltd.
Iowa City, Iowa.....Strub's
Lincoln, Nebraska.....Hovland-Swanson Co.
Little Rock, Arkansas..The M. M. Cohn Company
Los Angeles, California . . ..I. Magnin & Co.
Quincy, Illinois..... Roderick P. Miller
St. Louis, Missouri
Scruggs-Vandervoort-Barney, Inc.
San Francisco, California..... I. Magnin & Co.
Seattle, Washington.....Frederick & Nelson
Washington, D. C.....Woodward & Lothrop
Waterbury, Connecticut....Forester, Incorporated
Worcester, Massachusetts.....Ulian's

THE UNDER TWENTY FASHIONS—PAGES 64-65

Abilene, Texas .... Ernest Grissom, Inc.
Ann Arbor, Michigan ....Goodyear's
Baltimore, Maryland ... .Hutzler Brothers Co.
Bloomington, Illinois . ... Paul Anderson, Inc.
Chicago, Illinois. ....Marshall Field & Co.
Dallas, Texas .....Neiman-Marcus Co.
Detroit, Michigan.....The J. L. Hudson Company
Greensburg, Pennsylvania.....Royer's
Hazleton, Pennsylvania.....Wears, Inc.
Helena, Montana.....Fligelman's
Honolulu, T. H.....The Liberty House
Houston, Texas.....The Fashion of Houston
Iowa City, Iowa ..... Strub's
Lincoln, Nebraska.....Hovland-Swanson Co.
Little Rock, Arkansas..The M. M. Cohn Company
Lynchburg, Virginia..... Guggenheimer's
Norfolk, Virginia....The House of Arther Morris
Omaha, Nebraska.....Thomas Kilpatrick & Co.
St. Louis, Missouri
Scruggs-Vandervoort-Barney, Inc.
San Francisco, California.....The White House
Scranton, Pennsylvania.....The Heinz Store
Seattle, Washington .....Frederick & Nelson
Springfield, Illinois .The John Bressmer Company
Washington, D. C.....Woodward & Lothrop
Washington, Pennsylvania .....Hal Lewis
Waterbury, Connecticut....Forester, Incorporated

THE BUTTON-AFTER-BUTTON FASHIONS—PAGES 58-59

Ann Arbor, Michigan.... ... .Goodyear's
Bloomington, Illinois ... .Paul Anderson, Inc.
Boston, Massachusetts .....Jays
Chicago, Illinois .....Carson Pirie Scott & Co.
Cleveland, Ohio .....The Higbee Company
Detroit, Michigan .....B. Siegel Co.
Greensburg, Pennsylvania.....Royer's
Honolulu, T. H..... ... .M. McInerny, Ltd.
Houston, Texas..... .The Fashion of Houston
Iowa City, Iowa ....Strub's
Lincoln, Nebraska .. ...Hovland-Swanson Co.
Louisville, Kentucky ....Byck Bros. Co.
Norfolk, Virginia....The House of Arther Morris
Quincy, Illinois ..... Roderick P. Miller
Washington, D. C.....Julius Garfinckel & Co.
Waterbury, Connecticut....Forester, Incorporated
Wilmington, Delaware.....Arthur's Apparel Shop
Worcester, Massachusetts .....Ulian's

90 DAYS AT 90 DEGREES

(Continued from page 24) A nice place to browse on a summer morning is the famous negligé department at Henri Bendel, where the prices start at $22. Very pretty tea-gowns that can do duty as casual dinner-dresses reside in this department. One there now is a born charmer—a grey-and-chartreuse print with a chartreuse front panel, cool as crême de menthe. $29.75. Bendel is also a stronghold of flawless country prints—cool muted white on red being the pet colour team at the moment.

For midsummer heat waves in town, Altman suggests two fresh urban colours, life-guard tan and foliage green. Both appear in lettuce-cool little dresses of linen and cotton, and both are natural foils for white accessories. Another heat antidote is a checked rayon jersey dress, blue- or black-and-white. Becoming to any age. For your June, July, and August week-ends, look into a little outfit that's a Friday-to-Monday daytime wardrobe. It was designed in California, made of grey-and-white striped seersucker, and consists of five pieces: shirt, shorts, slacks, one-piece dress, two-piece suit. Buy all—or component parts thereof (each piece costs a mere pouf).

Peck and Peck can be counted on to have all the latest improvements on their really fine active sports clothes. A tennis dress of white waffle piqué buttons onto its own matching pants, thereby keeping you all of a piece. A new golf dress of chambray ($16.95 for this version) has a patented sleeve slit up the back. Gives you leeway; eliminates strain. Peck and Peck provides for the young a pretty pink play-suit of uncrushable linen, saddle-stitched in navy-blue. They have, too, a darling white crêpe Teddy-bear coat lined with gingham. $29.95.

Jay-Thorpe's débutante department bows to city-dwellers with cool dark town clothes at circa $25. Among the coolers—a brown-and-white polka-dot chiffon costume with a square organdie collar. They also have lithe young jerseys, day and evening ones, under $20. You see them on pages 64-65. The beautiful Piguet evening dress, which Jay-Thorpe bought when it was auctioned off at the Fashion Fête for the benefit of Allied Relief, has been translated into several young evening dresses. One is practically the image of the original—white organdie with a wide corselet of green taffeta. $39.95.

White's the colour for June, says Jane Engel. There you'll find a beauty of a white sharkskin dress, its waist wrapped with a bright Persian scarf, at the price—$14.95. In July, along will come a raft of fresh sheer blacks and blues. And all summer you'll find a storehouse of evening dresses, gentle to the budget. Such as a goddess-dress of white jersey, its waist girdled four times with gilt bands. $19.95.

Into Macy's Little Shop are coming some fine little shantung suits at a price that ought to be whispered—around $23. There, too, are those attractive rococo mirror earrings; fish-net shirts and skirts to go over shorts, 6 button linen gloves, and a copy of Balenciaga's famous tricolour bag.

At Russeks there's one dress with a success story that reads like fiction. It's a simple, thin black crêpe, and a perfect background. For three years, it's simply walked out. Young and not-so-young, dark and fair, have paid their $17.95 and rejoiced. All summer long, too, the slack season never slackens at Russeks. In every known shade and fabric is their classic $6 slack, to be worn with a shirt in or out.

Franklin Simon has managed to get a big shipment of those wonderful imported white fabric gloves, *nota bene*. Another kindness of theirs is a bathing-suit for those whose years or figures forbid the scant—a draped-bodice jersey suit with its cape, total $14.95. All summer the Bramley golf dress resides here, in chambray or seersucker. Write that down too. And if you need more pinafores and aprons—they're here. $3.95.

FIRST LADY—PERHAPS?

(Continued from page 43) Mrs. McNutt has remarked more than once that she would like to "settle down," as who wouldn't after years of electioneering. Whether White House occupancy could be classed as a settled existence is problematical. When some one asked her whether President Roosevelt had actually told her husband that he favoured the McNutt candidacy, she is said to have replied, wittily, "A man may be in love with a girl without publicly asking her to marry him!"

Her charm as a hostess and her ability to make friends are undoubtedly one of Paul McNutt's most politically potent assets. But while the McNutts entertain frequently, they avoid ultra-lavish display. She had, incidentally, nothing to do with the now-famed McNutt "Presidential candidacy party" in a Capital hotel two years ago, when the ambitious Indianan's backers startled Washington with the most extravagant display of free food since the Soviet Embassy opened its doors to the embattled grub-hunters of Washington.

ON the Republican side, Hazel Whitaker Vandenberg falls into a category of her own as the "Big Sister" of political Washington. This is no new rôle for her, since the wife of Michigan's Senior Senator, Arthur H. Vandenberg, has been "big-sistering" for years. She big-sistered younger undergraduates at the University of Michigan (where she first met Arthur), woman-suffrage enthusiasts, and lovesick adolescents, who religiously read her advice-to-the-lovelorn column in a Chicago newspaper.

This should not be taken to mean that she restricts her activities to chronic sisterhood. She is one of the most popular, charming hostesses in Washington, specializing in the "intimate" dinner-party. Her views on social problems were once considered "fifty years ahead of the times"—in poor Mr. Hoover's Administration—though she since has grown more conservative.

MRS. Franklin Delano Roosevelt is the only political Lady Bountiful in Washington. But if any one can match the remarkable First Lady *de jure*, it will be Martha Bowers Taft, wife of Ohio's Senator Robert A. Taft. At the moment, the Senator's campaign managers are playing down what is called "Eleanor stuff" in his campaign and are concentrating on Mrs. Taft as the "Little Helpmate."

Possibly the smartest political wife in Republican circles, Mrs. Taft, whose father was Solicitor General under William Howard Taft, has all the attributes of a first-class, intelligent statesman. Politically, Mrs. Taft is generally regarded as the "brains" of her husband's Presidential campaign. Ohio bosses hold Mrs. Taft in high regard, and national politicians are beginning to do the same.

She has an easy platform technique, and a public quick-wittedness. When she and her husband were scheduled to address the same meeting, Bob Taft spoke first. Then she arose, to captivate her audience by remarking wryly: "I am the most miserable woman in the world. My husband has just told the joke on which my speech was based. Besides, I have a run in my stocking!"

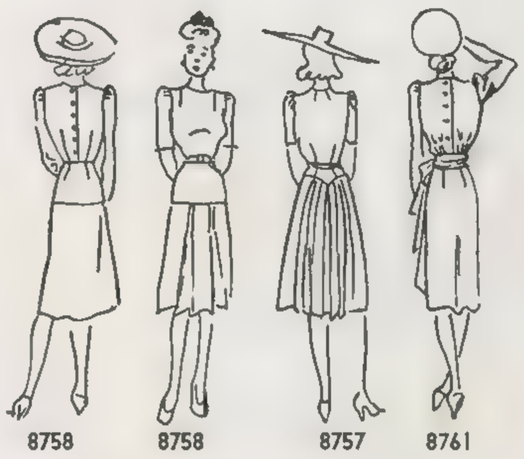
IT is somewhat ironic that the wife of the most gregarious and political-minded man in Washington should thoroughly detest both politics and the "Washington scene." Yet Elizabeth Finnegan Farley, wife of Postmaster General James A. Farley, is the "maverick" of Washington wives. She is, in fact, the outstanding exponent of Rugged Individualism. She spends most of her time in New York and comes to the Capital once a year for Big Jim's "official reception."

Breezy, natural, outspoken, she ignores the political activities in which her astute, bald-headed husband is engrossed, and devotes herself to music and the theatre, boxing-matches, and an occasional night-club. Above all, she detests the necessary manna of the ambitious politician—publicity.

It would be one of the ironies of history if, of all the would-be First Ladies who festoon the national scene, the one to reach the top were to be the only one who doesn't want to become a prisoner of the American people for four years in the Executive show-case.

DESIGNS FOR DRESSMAKING

These are additional views of the Vogue Designs for Dressmaking that are shown on page 70. They are designed for sizes: No. 8758 and No. 8757 in sizes 12 to 20 (30 to 38). No. 8761, "Easy-to-Make," is designed for sizes 12 to 20 (30 to 38) and 40.



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THIS SUMMER, TREAT A HUSBAND RIGHT!

SERVE HIM HEUBLEIN'S

THE WORLD'S FINEST SUMMER COCKTAILS!

Save a husband bother and bring him happiness, these warm days, by always serving Heublein's cool, refreshing and ready-mixed CLUB DAIQUIRI and CLUB SIDE CAR cocktails.

The DAIQUIRI — made with fresh fruit juices with a base of light-bodied rum. (70 proof.)

The SIDE CAR — made with fresh fruit juices with a base of imported cognac brandy. (60 proof.)

Both are smooth, delicious, mellow — ideal summer drinks. What isn't used from an opened bottle keeps indefinitely.

OTHER YEAR-ROUND FAVORITES

DRY MARTINI (71 proof). Milshire Dry Gin with two types imported Vermouth.

MARTINI (Medium Sweet) (60 proof). Milshire Dry Gin and imported sweet-type Vermouth.

MANHATTAN (65 proof). Rich, specially blended whiskey and Italian Vermouth.

OLD FASHIONED (80 proof). Made with blended whiskies rich in bouquet and flavor.

BRONX (60 proof). Fine, fruity-tasting cocktail with Milshire Dry Gin and imported Vermouth.

G. F. HEUBLEIN & BRO., Hartford, Conn.

NOTHING TO DO BUT SHAKE WITH ICE

HEUBLEIN'S
The CLUB COCKTAILS

THIS IS, WE BELIEVE, THE THRIFTIEST "BUY" AMONG REALLY DRY GINS OF QUALITY!

HEUBLEIN'S
MILSHIRE DISTILLED DRY GIN

90 proof — distilled from 100% grain neutral spirits
by G. F. Heublein & Bro., Hartford, Conn.

HEUBLEIN of HARTFORD Since 1875

NEW YORK'S FAVOURITE OPENING

(Key to the Covarrubias caricatures on pages 40, 41)

WITH a fine slashing disregard for juxtaposition, Miguel Covarrubias has painted an opening night at The Museum of Modern Art, using for his background the new Mexican show. He has shown the faces that usually appear, but he has left out the ineffable crackpots who add their own miasmic whimsy. Dominating them all here is the huge stone figure, Coatlicue, the Mexican Goddess of Earth and Death. Around her are:

1. Iris Barry, Museum's Film Curator
2. Mrs. Marshall Field
3. Dr. M. F. Agha, Art Director of The Condé Nast Publications
4. Mrs. Miguel Covarrubias
5. Roberto Montenegro, the Mexican artist who is in charge of Folk Art
6. Monroe Wheeler, of the Museum staff
7. Elizabeth Hawes
8. John E. Abbott, executive Vice-President of the Museum
9. Lincoln Kirstein
10. Dr. Alfonso Caso, noted Mexican archaeologist
11. Miguel Covarrubias
12. Manuel Toussaint, in charge of Colonial Art
13. Mrs. Samuel Lewisohn
14. Samuel Lewisohn
15. Mrs. Nelson Rockefeller
16. Edsel Ford
17. Paul Robeson
18. Carl Van Vechten
19. Marshall Field
20. Nelson Rockefeller
21. Mrs. John D. Rockefeller
22. Jo Davidson
23. Stephen C. Clark
24. Frank Crowninshield
25. Mrs. William Paley
26. William Paley
27. Mrs. Harry Bull
28. Harry Bull
29. Mrs. William T. Emmet
30. Ramon Beteta, Mexican Under-Secretary of State
31. William Gropper
32. Archibald MacLeish
33. Peggy Bacon
34. Waldo Peirce
35. Georgia O'Keeffe
36. Alfred Stieglitz
37. Edward G. Robinson
38. Katharine Cornell
39. John Hay Whitney
40. Greta Garbo
41. Henry Luce
42. Mrs. Henry Luce
43. A. Conger Goodyear
44. Julien Levy
45. Edward Warburg
46. Hedy Lamarr
47. Alfred H. Barr, Director of The Museum of Modern Art

THE WENDELL WILLKIE FAMILY

(Continued from page 49) case stand his general Code of Ohio, books on public utilities, a volume called *Kicked In and Kicked Out of the President's Little Cabinet.* But behind his enormous desk hangs a picture of his square-jawed lawyer father, who used to wake his children by quoting Shakespeare to them (and Mr. Willkie now can confound almost any one by a too apt quote). At the desk sits Mr. Willkie, facing a mess. For his desk looks as though disagreeable burglars had been dumping out the drawers.

His son's photograph hangs in his office. Philip Willkie is graduating from Princeton this month and will go on to law school. A solid young man with a calm face and blue eyes, he is serious, the family authority on the five farms, knowing every inch of the properties, every corn raising and hog breeding tactic. But at Princeton he ignored farming. There he was advertising manager of the Princetonian. It pleased his father.

A spectacular extemporaneous speaker, Mr. Willkie polishes his phrases in front of audiences. They love his aliveness, his ripe health, his rich full voice, packed with the dynamics of his convictions. When he was being photographed by one of the newsreel services one day, he ignored his prepared speech. Instead, he hunched his hulking shoulders and looked squarely into the lens. After explaining his principles, he ended with a phrase to the effect that he would like to debate the issues with the President. Then he had them retake the reels. This time he said, far more graciously, far more impressively, that he would prefer to debate the issue with the ablest advocate of the opposing side, Franklin D. Roosevelt. And he would.

Cool and lovely as a woodland flower

THE FACE THAT WEARS DU BARRY MAKE-UP BASE!

Dress from Lanz of California . . . Glamour by Du Barry

LET hot weather come! This summer the heat need be no threat to your beauty! You won't need to worry about looking flushed and over-warm or having to repowder incessantly to chase away the shine!

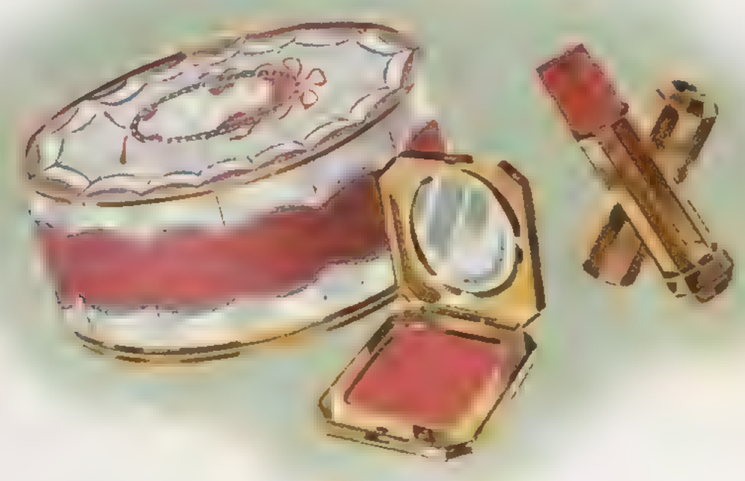
With Du Barry Make-up Base, your skin will look exquisitely cool, fresh, smooth—a serene and lovely background for sparkling eyes and vivid lips!

This creamy make-up base does a really superb beauty job—in fact, *several jobs!*

For while it protects your make-up against the heat, it also makes the skin itself look finer-textured, more glamorous! Large pores are no longer noticeable, slight imperfections are concealed, and freckles seem to disappear as if by magic!

There are three flattering shades to choose from —light, medium, dark. Ask the Du Barry Beauty Advisor at any of the better cosmetic counters to help you select the one just right for your skin.

Du Barry Make-up Base—1.00



Du Barry Face Powder . . . in lovely, flattering shades for summer. Large box, 2.00.

Du Barry Lipsticks . . . smart, new fashion shades, to accent your loveliness and your costume colors! Matching rouge (cream or compact). 1.00 each.

Du Barry BEAUTY PREPARATIONS

By Richard Hudnut . . . Featured in the Hudnut Salon, 693 Fifth Avenue . . . and sold at all the better cosmetic counters.

TWO-WAY PLAY-CLOTHES FOR FLEDGLINGS

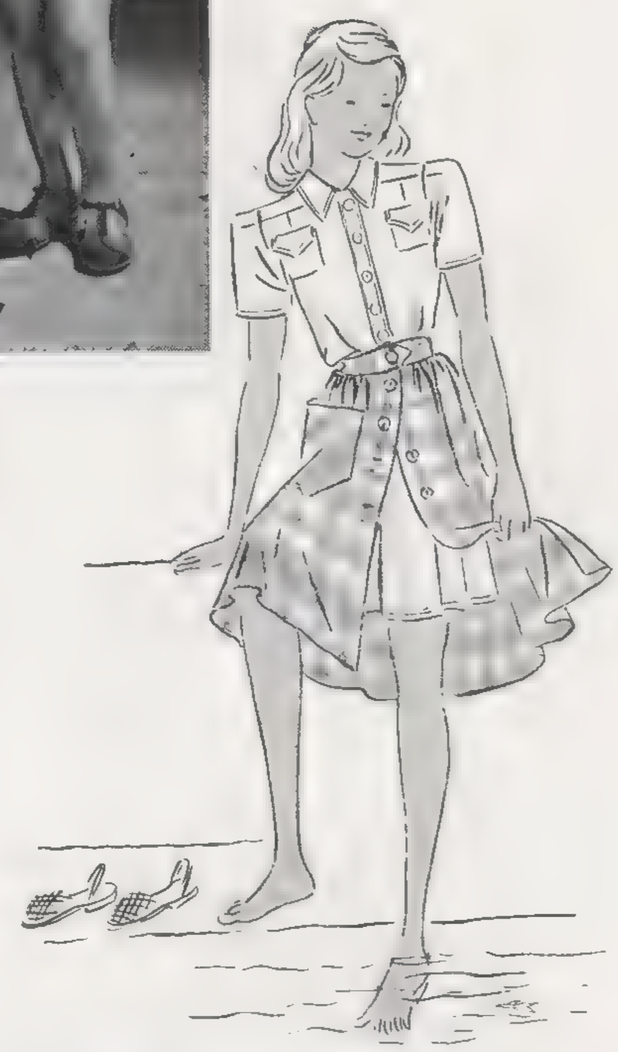
COMES summer, and your offspring are practically living out-of-doors. Not just for their comfort, but for tanning purposes as well, you'll want them to wear a minimum of clothes whenever possible.

Indoors, however, for lunch or tea, you want them to look tidy and fresh—without fuss and changing of clothes. The gay and simple play-clothes here give you one solution: separate jackets, skirts, pinafores that can be slipped on for a more dressed-up look.

A red-and-white bolero tops a white piqué sun-suit. Hat to match. From Mary Lewis

First: A grey poplin suit with an attached shirt of white cotton broadcloth. From Lord and Taylor.
Second: Pink chambray suit; striped top. Lord and Taylor

Sisters in white piqué skirts that tie in back like aprons—over blue-and-white striped play-suits. From Bonwit Teller



Bright-checked gingham skirt buttoned over pink rayon sharkskin play-suit. Saks-Fifth Avenue, New York, Chicago

First: Pale blue cotton gabardine shorts; blue-and-white cotton basque shirt. At Best.
Second: Pink-and-white pinafore that goes over pink chambray play-suit. At Best

KARGER-PIX

First: Pinafore, rompers, hat of gingham, with eyelet embroidery. Lord and Taylor.
Second: Blue madras sun-suit, braid-edged. At Saks-Fifth Avenue, New York, Chicago

Designed for pleasant living . . . and you the designer

The way you let the light come in . . . the way you arrange a lovely bowl of flowers . . . the way you serve good things to eat or drink . . . adds freshness to a pleasant way of living.

And *the pause that refreshes* with ice-cold Coca-Cola is one of the pleasant things of life. It adds to relaxation what relaxation always needs . . . pure, wholesome refreshment.

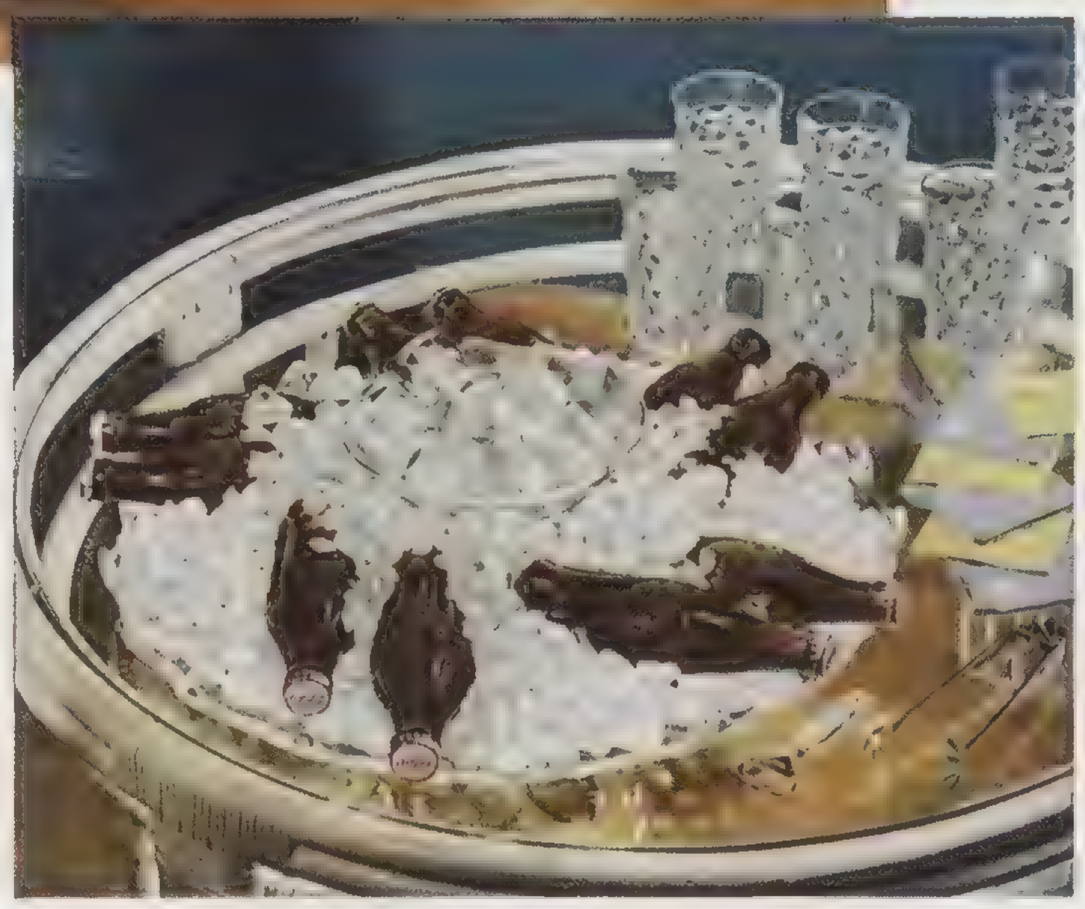
Gladiolus and Rubber Leaves,— one of a series of flower arrangements illustrated and diagramed in the book offered below.

The Six-Bottle Carton

Size of book 7⅜" x 7⅜"

Get this beautiful book

• "Flower Arranging" by Laura Lee Burroughs contains 48 exquisite color reproductions of flower arrangements and many practical suggestions on this rapidly growing and fascinating art. Send your name and address, clearly printed, enclosing ten cents (coin or stamps) to cover cost of handling and mailing, to The Coca-Cola Company, Atlanta, Georgia, Dept. V.



Coca-Cola should be served ice-cold. Be sure to pre-cool the bottles in your refrigerator. Then use ice in an attractive arrangement to keep them cold. It's always convenient to buy Coca-Cola,— for your dealer has it in the handy six-bottle carton.

COPYRIGHT 1940, THE COCA-COLA COMPANY

WAVE STAYS IN
WATER STAYS OUT
Sava-wave*
THE
GUARANTEED
WATER-TIGHT
BATHING CAP
The smartest bathing cap of the season is ever so practical too! SAVA-WAVE affords *complete* protection to your lovely coiffure. Because of the patented inner-rim—an exclusive feature of Kleinert's—SAVA-WAVE is *guaranteed water-tight* . . . "Water Stays Out—Wave Stays In." Available in latest colors and complete range of sizes. Only one dollar at your favorite store.
Kleinert's*
*T. M. REG. U. S. PAT. OFF.

NEW YORK GOES MEXICAN

(Continued from page 38) This figure, at once terrifying and fascinating, represents a cannibalistic ogress composed—as concerns her more vital parts—of pythons in a state of agonized unrest. The statue is appropriately shown outdoors, against a fortified wall. Those spectators who, not long ago, thronged the Picasso exhibition at the Museum—to the number of 100,000—and found Picasso's ladies so menacing and shuddery, might better have saved their consternation for this Coatlicue female who, having arrived here from Mexico in sections, has finally pulled herself together in order to crouch in the Museum's Fifty-Fourth Street garden, at a spot coinciding with the den of the late John D. Rockefeller, senior. There is also an imposing figure of Chacmool, an Aztec deity whose empty abdomen once served as a convenient receptacle for human blood.

PRE-COLUMBIAN ART

It should perhaps be explained that the four rings of the Museum's *circus maximus* comprise the following amazing and diversified spectacles.

First of all, there is the pre-Columbian section, dating from the beginning of the Christian era, to 1520 A.D., and made up of stone sculptures, pottery, models of ancient temples, prehistoric jewellery, funeral urns, objects from Mixtecan tombs, vessels, and ornaments in gold. It is, far and away, the most important and inspiring division of the exhibit, and was assembled under the direction of Alfonso Caso, Mexico's leading archæologist.

Pre-Columbian sculptures are, for the most part, ceremonial, or sacerdotal, in their character. They were often objects designed for some manner of ritual and are of four general orders: archaic, classic, transitional, and decadent. It is customary, among archæologists, a little speculatively, to divide such pre-Columbian art into somewhat arbitrary epochs, or cultures. They begin with Olmeca (very early) and continue with Tarasca, early Nahua, Tolteca, Maya, Zapoteca (the three last-named having been contemporary), Totonaca, Mixteca, and—latest of the cultures—Azteca. (The grey earthenware brazier of the god Xipe-Totec, which is quite imperfectly shown in this issue, is Zapotec in its origin.)

The sculptures created in those periods, however, at times overlapped each other in epoch, character, and *provenance*. Their evocative beauty, whatever their period, lies in their sustained power, their great reserve, and their general suggestion of timelessness.

Of all the materials employed by these antique sculptors, jade was the most precious; the green variety being more greatly prized than any save the blue of the earliest period. Also of rarity are works carved—at a later period—in obsidian, a black and prehistoric glass, in part translucent, and composed of sands subjected to the heat of lava.

The finest examples of ancient Mexican sculptures come from Guerrero, Oaxaca, and Vera Cruz. They are, as cultures, called Nahua, Mixteca, Zapotec, Olmeca, and Totonaca. Compared to these extraordinarily reserved works of art, the sculptures of the Mayan culture (in all its epochs, from the second to the twelfth centuries) seem a little flamboyant and uncontrolled in their masses and design.

The ancient Mexicans also excelled in various orders of pottery, the most amazing of them deriving from the Mixteca and Tarascan cultures. They are actually comparable in quality to the ceramics of the ancient Etruscans.

As regards sculptured objects, such primitive pieces became, after the Spanish Conquest, extremely rare, since the Spaniards carried on a ruthless and callous eradication of ancient cultural works of all kinds. We know, for example, that thousands of stone idols were smashed and dumped into the lake of Texcoco; that whole towns were laid waste, manuscripts destroyed, wooden figures burned, gold objects melted, and temples reduced to ruins.

The second section of the show is devoted to the so-called Colonial Art of Mexico; works, that is, created between 1520 (the advent of Cortes) and 1820. Here we see three centuries of painting, sculpture, architecture (shown in models and *maquettes*), embroideries, ceramics, silver, church brocades, porcelains, et cetera. Many of the works in this group seem a little derivative in character. Obviously, they were largely Hispanic in origin, though they later turned fantastically baroque as they develop on Mexican soil. In the realm of painting, we everywhere detect the somewhat saddening influence of Velásquez and Murillo in canvases a little browned and yellowed by time, and considerably muted as to feeling. Singularly, the racy and exciting spirit of El Greco is here felt among the paintings not on view.

It is a little disheartening, for those of us who have felt a certain pride in the antiquity of our culture, to see, in this show at the Museum, the group of compelling canvases that were created before 1620, the year when the Pilgrims landed at Plymouth; and to see, dating from the same period, excellent and convincing religious sculptures—a figure of Saint Sebastian, for example—carved in tecali, a semi-transparent stone, half alabaster, half onyx in its origin. It is, finally, humiliating to realize that, one thousand years before Columbus sailed, the Toltec and Mayan cultures were practically at the height of their flowering in Mexico.

A third division of the show is given over to Popular, or Folk Art—an exhibit for the most part contemporary, but covering periods beginning with the late seventeenth century, and including pottery, toys, lacquer, painted chests, weaving, masks—for religious village festivals—, carvings, *retablos* (ex-voto paintings), costumes, trays, embroidery, ceremonial objects, figures in straw, tin, clay, et cetera.

What, for American observers, is so disheartening about the works in this division (which clearly indicate the unrestrained art expression of the people) is their obvious naïveté and sincerity, their decorative inventiveness, and their romantic gamut of colour. We sense, everywhere, that they emerged spontaneously from the men who created them; that they were the result, not of any idea of pleasing the client, but of satisfying the (Continued on page 82)

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HOLLYWOOD

NEW YORK GOES MEXICAN

(Continued from page 81) artist. How charming and disarming must be a people who, from *papier-mâché,* create a life-sized cow, or a twice-life-sized figure of Judas—both of them on view at the Museum—, only with the idea of filling them with fireworks and exploding them at some midnight fiesta!

Even the most casual traveller from the United States who enters Mexico from Laredo to Nuevo Laredo, from Tucson to Nogales, from El Paso to Juarez, from Brownsville to Matamoros, or from San Diego to Tia Juana, must have been struck by the gaiety, the invention, the humour, and the beguiling colour of these native Indian artists who, literally, have never had any instruction in art; struck, too, by the fact that every object which they make has its special individuality, no two objects ever being precisely alike.

And, finally, at the Museum, there is the exhibit of Modern Mexican Art, composed of paintings and sculptures, though it also includes a fine collection of graphic art—engravings, posters, illustrations, lithographs, and etchings. This modern section was, *in toto,* assembled under the direction of Miguel Covarrubias, a painter whose modesty has prevented his being adequately represented in the exhibit. The less serious work of Covarrubias is quite familiar to readers of Vogue—an example of it, indeed, appearing on pages 40 and 41 of this issue.

The canvases in this section are by such painters as Rivera, who is represented by a powerful and prodigious nude—an Indian-Negro dancer—and a wholly charming portrait of Dolores Del Rio, which was reproduced in the April 15, 1939, issue of this magazine. There is also Orozco, a painter gifted with a personal vision and a really penetrating power. Then there is Siquieros, an artist lately very much in favour in New York. There are also Frieda Kahlo (the most recent of Rivera's ex-wives, and a painter apparently obsessed by an interest in blood); Galvan; Carlos Merida, an abstract artist, with a touch of Miró in his subconscious; Tamayo, an undoubted talent; Charlot, half French in his fancy and origin; Roberto Montenegro, Rodriguez Lozano, Goitia, Maugard, Leal, and, finally, Abraham Angel, who died at the age of nineteen and whose canvas of two lovers is reproduced on page 39 of this issue.

The modern folk paintings of Mexico derive from Indian influences. The result is a naïve and wholly charming product, much of it reminding us of works by the folk painters of France, very particularly the Douanier Rousseau. Even in the little polychrome wooden chests, shown at the Museum, which are admirably executed in chiaroscuro, the results are extremely refreshing, perhaps because of their display of fantastic tropical animals, parrots, and jungle scenes, all of them mirrored a little as Rousseau himself might have envisioned them.

The amazing craftsmanship of the native Indians is best indicated in their hand-made toys, which spring from their folk traditions and the subconscious, or atavistic, memories of their artists. Some of their *sarapes,* too, are original and stirring in design, though this is an art which, in its highest manifestations, must be sought for in Arabia or Morocco, or even among the Navaho Indians of America, who are still the great masters of the craft.

As already indicated, the show is really richest in its division of primitive Mexican art, particularly in the stone figures executed from the fifth to the fifteenth centuries. These sculptures are for the most part carved in extremely hard stones. We can see, for example, images, masks, idols, and heads carved in jade, rock crystal, obsidian, jadeite and diorite.

Among such stone objects there is a great and beautiful axe of blue jade, from the province of Oaxaca, which is the largest piece of jade ever to be seen on our continent. While marble can be cut with tools, these works were made of stones so hard that no metal tools could penetrate them, not even the modern steel files. The task of carving them—by slowly wearing down the stone with water and a variety of abrasive sands—was so arduous and lengthy that only a truly creative artist would have embarked on them. It was, perhaps, the inordinate length of time involved in consummating such works that was responsible for their singular depth of feeling. It is as if the artists, during their endless labours and their varying stages of happiness and grief, hope and despair, were somehow able to imbue their works with the faith, love, and sorrow which they experienced in so laboriously giving them form.

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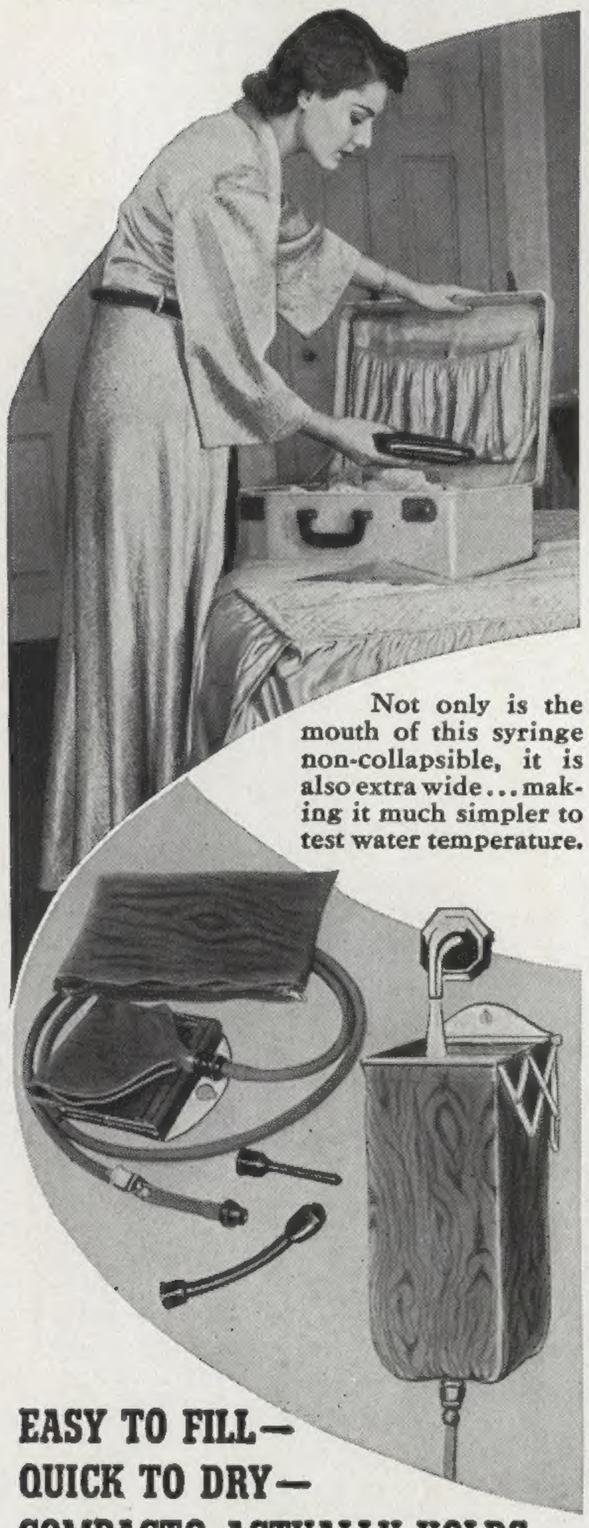

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AN AMERICAN'S DIARY IN FRANCE

(Continued from page 45) Hers and the other French woman's faces were lighted with gratitude. I felt uncomfortable, inadequate. A few sewing machines.

April 12th: Next I went North, a three-hour rail trip, to see the life of the soldier at war. Paris is dark, London darker, but the Stygian night of the North is blackest of all. Through the dark came voices singing in English "Roll out the barrel, we'll have a barrel of fun,"—actually the only song I heard in Europe. There is little singing.

A swinging door opened and we found ourselves in the lobby of the Grand Hotel Unicorn d'Or, a gloomy spot with hard leather-covered chairs, a box-like lift suspended from cables, a pale boy in balloon-shaped knickerbockers and smock, a woman clerk handing out enormous keys. And beyond in a bright spot of light, slate-blue, deep blue, and khaki-uniformed men were drinking at a bar.

It was then I discovered that we were actually in the headquarters of the Advanced Air Striking Force of the British Army. The greatest secrecy surrounds these areas, and we had been asked not to say where we had been or identify our surroundings later. The zone is referred to as "Panther" in British despatches. Noel Coward was there, on a military mission. Somebody remarked "What a first act!" He said, "No—a prologue to a long tragedy."

In our feather beds at the Unicorn d'Or, we heard the sharp sound of airplane engines overhead and the boom of guns through the night. In the early rainy morning, we drove through the city in a supply motor driven by an American-born Marquise whom I knew in the old days—a famously dressed, brilliant figure at Paris and New York parties. With a sense of organization characteristically American, she and the wife of a French General have started twenty-two canteens, or *foyers* as they are called, for the French soldiers—partly with contributions from American friends.

Farther North on the open road, we came upon an aerodrome. Twenty low-winged, streamlined Hawker Hurricanes were standing about, a few crazily camouflaged tents were set along the road; anti-aircraft guns were hidden in holes in the ground. We stopped at one, and two red faced Tommies appeared, beaming upon us. "Well, if it ain't kind of you, Miss. And American, too." One was Welsh, the other Scotch, and they popped below again clutching the paper-covered English books we dropped down to them.

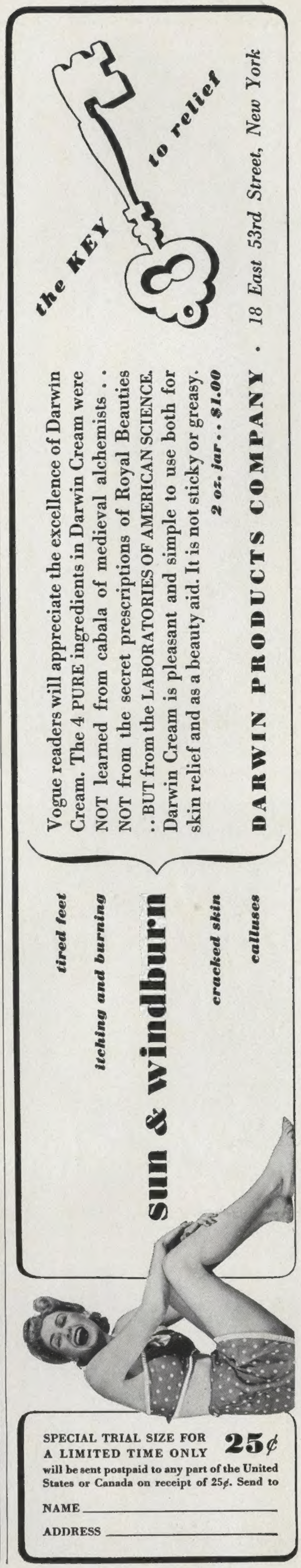
We covered miles of rain-swept, deserted country. No stark, muddy scene in any war movie exaggerates the reality. You think the villages you pass are empty. Then groups of khaki-clad figures appear in courtyards, stabling horses; a company of cavalry sweeps into the narrow street, passing close to the car. Only a few heads turn to look at us.

We passed through a delicate wood, past budding trees, and brooks with mossy banks—peace, beauty, silence. Looking closer, we saw huts made of branches, sheds of tree trunks, guns covered with foliage...men were hidden behind the camouflage of Spring.

The first *foyer* we visited was on the most desolate village street I ever saw. It had once been a small cinema theatre, and now it was bursting with soldiers. Inside, it was warm, hazy with smoke, smelling of tobacco, coffee, wool, and leather. Wooden benches lined the walls, red-and-white checked linoleum covered the tables—it was crowded with Gallic faces, smiling, sad. Several fox terriers were affectionately held in soldiers' arms. A piano played, a radio sounded, a rough bar had prices posted on the wall. In back, a tiny stage was set, with a painted backdrop of a fairy castle and a blue river. High along the ceiling were the bright colours of a dozen tri-colours and one Union Jack.

This is the only spot for muddy miles where these lonely men can pass their few free hours. They sleep in the straw in haylofts, in stables, in outhouses. We talked to them. What were they fighting for? And they laughed. "I fight so I won't have to put this uniform on again. I was mobilized three times last year." They ask mostly about their families—the wife who is having a baby, will she receive eight francs now that she is not working?—the children who may be sick. They write pathetically cheerful letters, laboriously.

Actually, these *foyers* serve a Division up to the Little Maginot Line—at least near (Continued on page 84)



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AN AMERICAN'S DIARY IN FRANCE

(Continued from page 83) the barbed wire edges of it. Waving lines of barbed wire rolled on into the horizon. A village in the midst of it had streets solid with entanglements. We saw blockhouses like igloos, one like a concrete pill-box, trenches held with woven branches, cannon in caves. Between the barbed wire, a man was plowing.

******

May 7th: Back in Paris, I saw another phase of the soldier's life. At a railway junction, just outside of the city, is a canteen serving as many as 22,000 men a day who come through and entrain for various sections. French Red Cross women and a few Americans serve there. I helped a few hours one afternoon, with a famous dressmaker who almost cut off a finger in her haste and anxiety, chopping the huge pieces of bread. She and I rushed back and forth with Boy Scouts carrying baskets, calling "Gratuit, Gratuit, Gratuit." Handing out, handing out to endless hands sandwiches and cigarettes.

The men crowd along, curiously individual, for no French soldier looks like another; pale, pointed-bearded Colonials in red fezzes, Alpine chasseurs in berets, old soldiers with full accoutrement, some joking, jostling each other, some clutching their "Chamberlains," carved sticks with serpents and strange designs; some followed by mongrel-looking dogs. Some are so laden with belongings that you push the bread under their arms. They are afraid it costs money. Their faces light up when they are told it is free. "*Merci, Madame, Merci, Madame, Merci.*"

A group of blond soldiers comes past—Czechs from the famous French-Czech regiments. Suddenly a train that has been standing for hours moves on. The car windows are filled with faces. A cheer goes up—they are off for the war zone. Overhead, on a bridge across the tracks, you see a mass of immobile human beings, mostly women, who have come for a last look.

Great efforts are concentrated on keeping up the morale of the fighting man. It is impossible to describe adequately the various women's activities. Some Committees send thousands of packets to the front: desperately-needed sweaters, socks, helmets, gloves, soap, razors. Some services put up Permissionaires in beds in railway stations when they arrive, penniless, in Paris to wait for hours between trains. One bureau provides homeless Foreign Legionnaires with rooms donated by the Paris hotels. Two libraries circulate books, some technical ones so that studies may be kept up.

The Union d'Entr'aide aux Armées does vitally important work in bringing aid to needy soldiers and their families. But even that cannot reach out everywhere. Private committees assist as they can, helping wives and children and helpless dependents. The backwash of the war affects all civilians.

Being a *Marraine* is one of the most cheer-making activities. Many French women and quite a few Americans have become godmothers—wearing their Regiment's badge on their lapel. This means they assume the responsibility of providing comforts and treats to entire regiments of 3,000 men. One Clevelander works ceaselessly, heading a general committee, and has personally outfitted a regiment in the most thorough way. Her long report to the Army included 110 different things, varying from 3,541 *Sacs de couchage* to 1 *Chien policier*, including 4,270 *Batons de graisse pour pieds fatigués*, 5,500 *Gâteaux*, 1 *Jazz band*, 1 *Machine à écrire Remington*.

It is the French people themselves who carry the burden of war hospital preparation and all relief for the civilian and the soldier. But the Americans are helping. One drives West to start canteens in isolated Air Raid Defense Posts. Another takes bundles of flannel dresses into houses in the Haute-Vienne. Another assists a pregnant woman whose husband was blinded in an air raid. Actually, there are very few Americans. Most of them are residents; many of them have French names. Their efforts and money contributions are small, but their native sense of organization and spirit is large. You are not surprised that the Baroness who does such good work for aviators' families, and the Army General's wife who has helped so much in Périgord, were both born in New York. That 20,000 soldiers' packages were collected by a Baltimorean and a New Yorker.

Of the ten women shown in the snapshots on pages 44 and 45, seven are American-born, and one had an American mother.

These women have become beggars. The moment you arrive over there you are asked, "Please give me 2,000 francs for an X-ray to detect steel particles in the brain.... Some money for aviators' boots.... A second-hand station wagon which doesn't burn quantities of gas." And I can hear some of them saying, "You never mentioned my work."

You regret there are not more of them and desperately hope somehow that they will make America understand and send all the money they need. *Il Faut en Finir!*

******

May 14th: A week later, the Germans have occupied Holland, Luxemburg, eastern Belgium and have penetrated into France. There is fighting in the area I visited. That whole district, those villages are in the blazing headlines throughout the world.

Many with whom we talked are probably dead. The canteens may be turned into dressing stations, or piles of ruins. The women and children in the villages we passed through are streaming along the roads. Again the word comes "Priests, nuns and mayors accompany them.... Solid lines of carts.... Sleeping by roadsides.... Carrying their bedding."

Miss Anne Morgan cabled to New York this afternoon: "After three days' anxious waiting, received first news from the field this morning through a chauffeur of the American Volunteer Ambulance corps returned to Paris. He reports dangerous work of American Friends of France in canteens and first aid stations. Plan prepared by our committee during the last eight months is proving most useful although numbers being evacuated far exceed our provisions due to constant pouring in from the North. We hope to justify the faith of our American Friends. Tremendous need for food, clothes, above all immediate cash."

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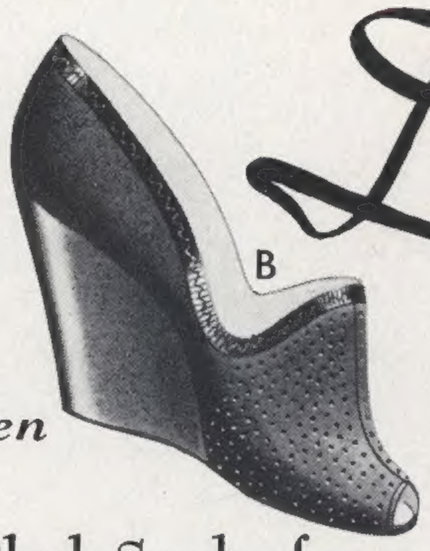

If you are *the woman other women* *watch* for fashion cues—you owe it to your followers to get into In-Town Black Suedes for summer. Either way—all blacks, or blacks sparked with color. But blacks they must be. *It's fun to be first* with the new—and your assurance of first-run fashion is DeLiso Debs, shoes alive with youth. The In-Town Blacks illustrated, of Barnet Suede, feature the new pump silhouette: (A) Sassy; (B) Grace; (C) Jill.

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